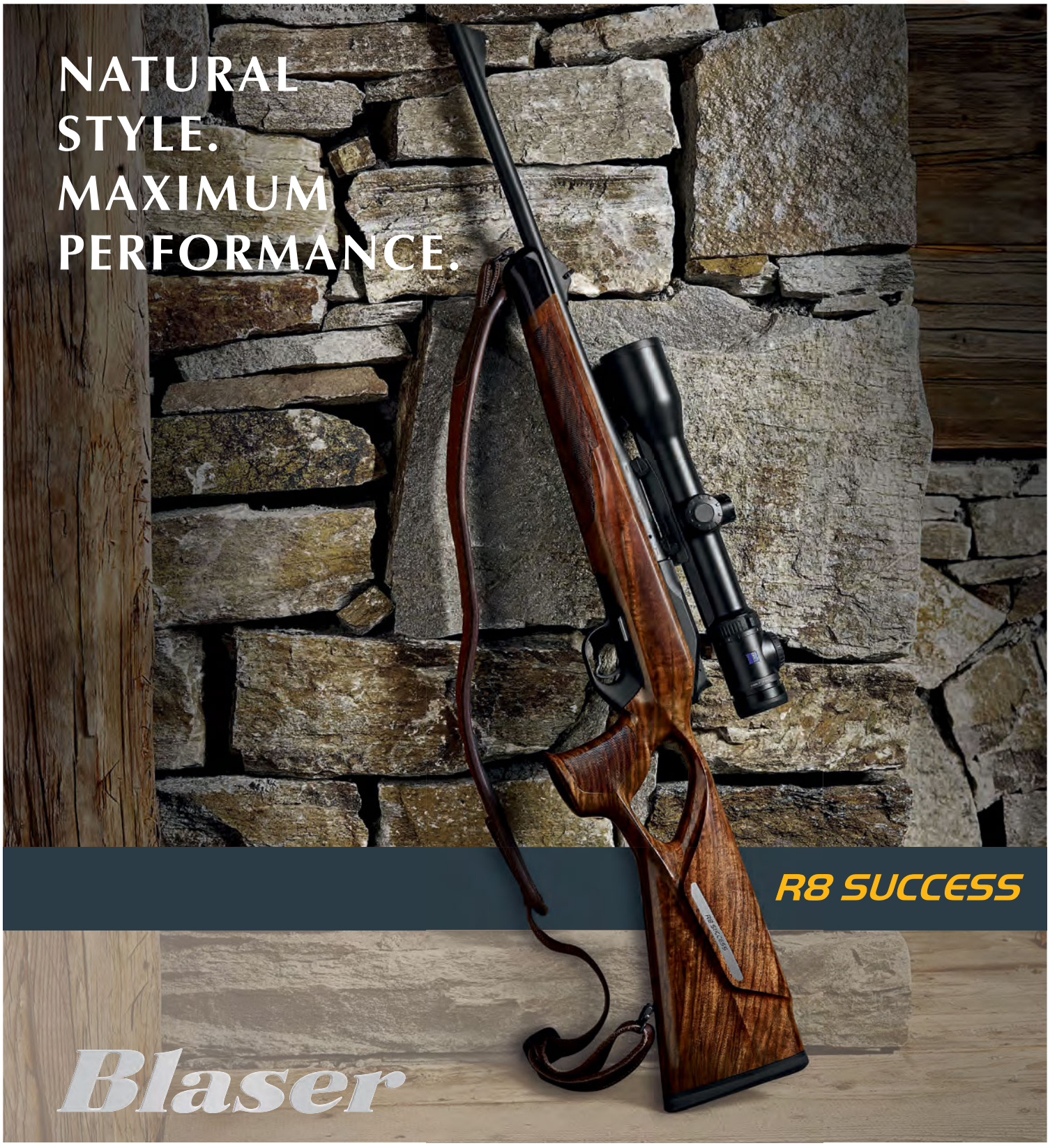
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COVERING THE SHOOTING BUSINESS GLOBALLY

GTW



The IWA trade show just keeps on growing – we have a full report. p22



Chris Barrett keeps it in the family as he takes over the iconic brand. p54

MAY 2015 www.guntradeworld.com

Business looking good for 2015

After a year of stability and returning to normal, all the signs are pointing to a stronger gun trade for the coming year.

With first-quarter results in from many companies and organisations, plus the footfall from notable ventures including the SHOT Show and IWA trade events, everything is looking good for the rest of 2015 and beyond.

SHOT show in the USA, of course, boasted its second highest attendance ever (almost 64,000) while more than 100 countries were represented, enhancing the global picture for the gun trade.

Meanwhile, IWA organisers revealed that more than 1,300 exhibitors welcomed over 41,000 visitors to Nuremberg during four days in March, another huge figure.

Globally, the legal-small-arms market is forecast to grow from $4.1 billion in 2014 to $5.3 billion in 2020, a compound annual growth rate of 4.2 per cent, according to projections in a new industry report from MarketsandMarkets (M&M), a US-based market researcher.



The projections reflect sales of small arms in the hunting, sport-shooting, self-defence, law-enforcement and professional markets.

This covers products including pistols, rifles, machine guns and carbines.

According to M&M, there are five major gun-manufacturing firms (all based in the USA) which account for more than 40 per cent of the total market.

Shares of two have shown significant gains already – Smith & Wesson is up about 40 per cent, while Sturm Ruger has risen by almost 50 per cent.

According to CRT Capital analyst Brian Ruttenbur, who follows the major gun makers, the USA represents 41.2 per cent of the legal global small-arms business and is the world's leading exporter and importer of small arms.

Interestingly, CRT Capital estimated that US gun sales were down about 15 per cent in 2014 compared with the previous year which, of course, had enjoyed a boom time following President Obama's declared intent of further regulation against shooters and the industry at large.

Brian also believes that the current US small-arms market stands at roughly $8 billion annually, including new firearms sales but excluding accessory sales such as gun sights, cleaning supplies and so on.

Another key statistic comes from the FBI's National Instant Criminal Background Check System – used by retailers across the USA to quickly and easily check whether a buyer is eligible to purchase a firearm – which posted an 8.4 per cent year-over-year increase in activity in January.

That figure is said to account for the second-highest January on record for the 16-year-old system and marked the fourth consecutive monthly increase of year-to-year growth in the FBI's numbers since September 2013.

Sturm Ruger CEO Michael Fifer said in a recent conference call on the latest figures: "We believe that the decline in consumer demand for firearms caused many retailers to buy fewer firearms in the third and fourth quarters of 2014 than they were actually selling, in an effort to reduce their inventories and generate cash.

"The decline in demand from the distributors was exacerbated by extensive discounting by our competitors, which, in particular, reduced our share of the large chain store Black Friday business."

• Continued on Page 6

Believe in better – then make it happen

It was a very mixed set of emotions for the ***GTW*** team as we spent time with exhibitors at the Enforce Tac and IWA shows in Nuremberg in March.

On the one hand it was great to be at some of the best international trade exhibitions and it was a delight, as always, to meet those who understand what ***Gun Trade World*** is all about.

However, it was tinged with sadness because we had just lost the man who founded ***GTW's*** parent company, David Hall, and a number of people during the show expressed their condolences to us or shared their memories of him.

David had his own unique style and point of view and railed constantly against the establishment, believing you could do pretty much anything if you worked hard enough and listened to the people you were trying to serve.

I will be the first to admit that David didn't really 'get' the gun trade the way he did fishing – his first love and the hobby that led him to launch his first consumer magazine some 30 years ago.

Indeed, it was only much later, when Sean O'Driscoll (now managing director and former owner of ***Tackle & Guns***) joined us, that David Hall Publishing moved into the shooting sector and, even then, it only concerned itself with trade titles; ***Gun Trade World*** was one of those.

But David did visit IWA a couple of times and always ensured that he had a good stroll around the shooting exhibitors at sister title ***Tackle & Guns***' UK trade event.

He readily identified with some of the older characters in the industry – mainly the ones we still label as 'mavericks' today.

It is often the mavericks that have proved successful; their ability to see things in a different light or the willingness to ignore the traditional path has guided many through the industry maze and left others admitting: "Why didn't I think of that? It seems so obvious now."

Indeed, if you look around the gun industry there are more than a few who refused to be browbeaten or accept that their idea would never come to fruition.

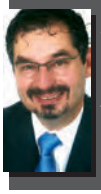
In many cases that actually spurred them on to prove they were right and the establishment and naysayers were wrong.

I am sure we can all think of a few examples – and I saw enough of them on stands at both SHOT Show and IWA.

So, in memory of David Hall – the man who took a gamble and employed me 18 years ago and an avid whisky drinker – I would like to raise a glass to all the mavericks and 'individuals' out there who believe in better and are working hard, in many surprising ways, to develop innovative products, find new ways of doing business and drive our industry forward.

John Hunter
Editor in chief

Sean O'Driscoll Publisher
E: *sean@dhpub.co.uk*



Sean really is the driving force behind ***DHP's*** trade division. Having been in the gun trade for more than 20 years, he understands how it all works!

John Hunter Editor in chief
E: *john@dhpub.co.uk*



John has more than 18 years' experience of the shooting and fishing trade and is a regular visitor to international events. He co-ordinates the magazine.

Bart Manganiello US sales
E: *bartalm@optonline.net*

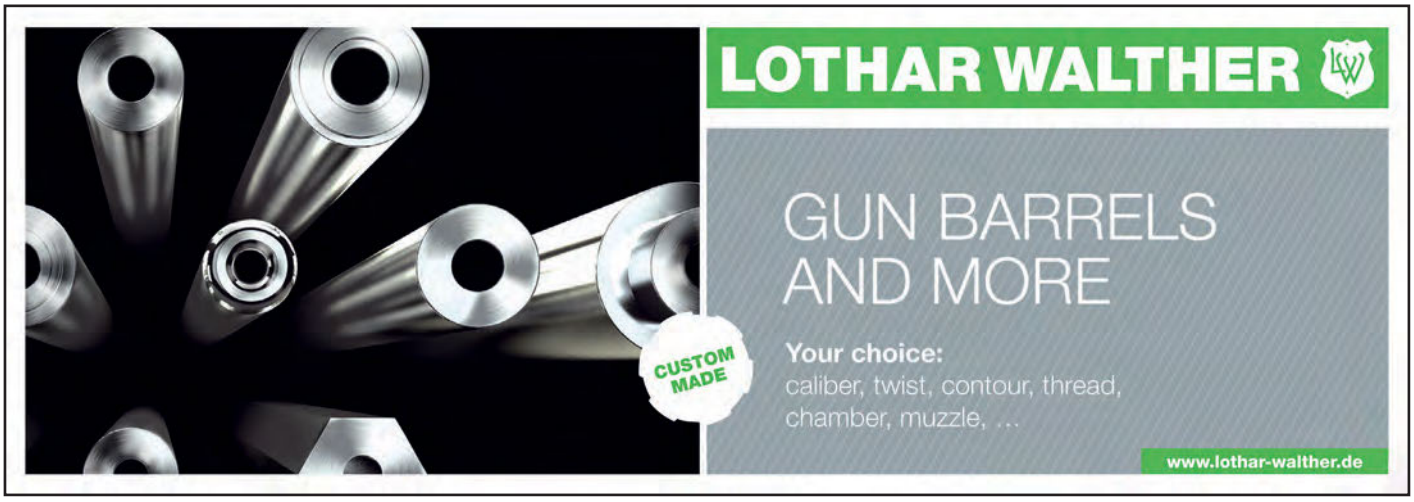


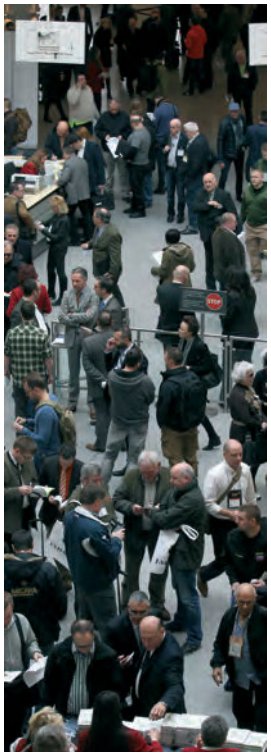
Bart has been selling on trade magazines for all of his working life and has helped more companies grow their business than anyone else we can think of!

Mark Peacock RoW sales
E: *mark.peacock@dhpub.co.uk*

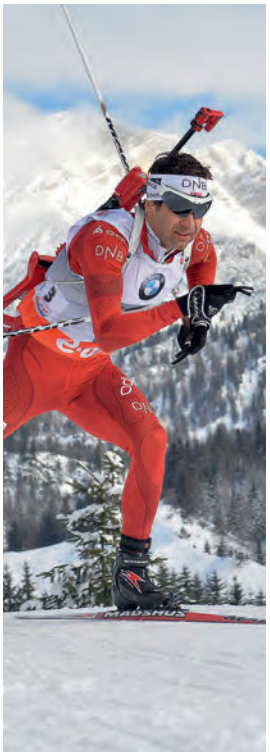


Mark has spent many years in B2B marketing and has a long history of helping companies build brands.




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A look at the military-inspired Wolfhound prismatic sight.



South Korea plans to tighten gun laws

Gun owners in South Korea could face tougher legislation as the authorities clamp down after a spate of shootings.

Four people were killed and another injured in an airgun incident just two days after another gunman killed three people before shooting himself dead.

The National Police Agency has warned it will enforce stricter laws and regulations related to gun control following the two incidents.

Possible measures include reducing gun licences from five to three years, reducing the time shooters can have their guns out from a police station (where they must be stored by law) and limiting the number of police sub-stations that keep guns for owners.

South Korea's Yonhap News Agency has criticised loopholes in current controls on hunting weapons, arguing that there is no effective monitoring system after the police issuing the licence for possessing the gun.

The fact that one police officer may end up looking after more than 500 guns is also deemed unreasonable by the agency and there are also concerns about ammunition management.

South Korean gun regulations are rated 'restrictive' since would-be shooters must pass criminal and mental health background checks to obtain a licence.

By the end of January, 163,664 guns were registered in South Korea, 37,424 of which are shotguns, with some 90,000 classed as air rifles.

Legal gun owners are allowed to get their shotguns from the police station between 6am and 10pm when the hunting grounds are open – most recently between November 20th, 2014 and February 28th, 2015.

The two fatal cases both happened during this period, with the two suspects retrieving their shotguns from the police station legally.

Business looking good for 2015

Continued from page 3

But he added: "For 2015, we are starting to see some early indications that demand from retailers to distributors is improving. We think that demand in 2012 before the huge surge in demand in 2013 is a good starting point for comparison."

Meanwhile, data just released from the General Social Survey, a top research body, shows that last year the number of American households owning guns remained at 40-year lows.

In 2014, guns were present in fewer than a third of US households (32 per cent) it said. That's 22 percentage points lower than the high of 54 per cent back in 1977.

It seems that the market for all these guns is existing shooters; the products being added to the stockpiles of people who already own guns.

If gun sales are up and household-level ownership rates – according to many different surveys – are down, that appears to be the only logical conclusion.





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Brenneke's birthday

Ammunition expert Brenneke is marking the 120th anniversary of the company with a complete brand relaunch to ensure it has a major impact in the future.

Since its foundation in 1895, the German specialist has been bridging the gap between tradition and innovation and its modernised corporate design and contemporary language has been designed to reflect the company's unique position in the industry.

The Brenneke logo has seen a complete design overhaul and is now underlined by the tagline "The art of ammunition."

This emphasises the brand's authority and defines its identity of traditional craftsmanship and sophisticated innovation in the making of ammunition.



The claim 'pioneers of success' alludes to the 'original' Brenneke and can be interpreted as the success of both the company and its customers.

Corporate language speaks to hunters and marksmen – at eye level and in real situations – directly linking experience with demand in the mind of the target audience.

Brenneke says its new corporate design clearly stands out, with its bold colour scheme and sophisticated illustrations. It is this stylistic contrast that creates such a strong impact.

Compositions of imagery and typography are designed to reach all target groups and enhance the user experience, because they provide an appealing platform for content on Brenneke's products and the evolution of hunting ammunition.

The brand relaunch was first introduced with the new Brenneke product brochure and will be followed by a complete overhaul of the company's website. It was also showcased during the IWA 2015 exhibition in Nuremberg.

Brenneke Ammunition GmbH
T: +49 511 972620
E: *info@brenneke.com*
W: *www.brenneke.com*

Taking advantage of Venza

Turkish gunmaker ATA Arms says its latest Venza semi-automatic shotguns offer less felt recoil for improved accuracy and now there is a model for everyone.

Venza, the newest member of the Istanbul-based firm's gun family, incorporates a newly designed Gas Pressure Control System (known as GPCS) as well as a barrel-moving system to provide the perfect combination of performance and dynamic appearance.

This system uses larger gas-release valves that allow gas to escape faster when firing heavy shot loads. Once fired with heavy load cartridge, the barrel moves backwards and at the same time gives the first movement to the bolt.

This movement also opens the gas valves to exhaust extra gas pressure from the forend side vents and forend cap holes. In this way the recoil is reduced and the stability of the gun is controlled by avoiding muzzle jump.

This feature also increases the accuracy in serial shots to one or more targets.

Effectively, it is designed to give the user a feeling of shooting a light load cartridge even with the heavy loads, since the Venza's GPCS combines to guarantee perfect stability and extra control when firing your shotgun.

This means you can take your best shots at the target with Venza. It is available in a range of models with special Grade 2 Turkish walnut with a matte finish; walnut, synthetic, camou and carbon options are available too, among others.



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www.gamo.com



X Jagd's innovative Demorphing pattern will be rolled out across clothing and shooting equipment.

The total camouflage solution revealed

An all-in-one camouflage solution, using Austrian clothing brand X Jagd's revolutionary pattern, looks set to change the way hunters make themselves invisible in nature.

X Jagd's innovative Demorphing pattern is said to be a sophisticated hybrid of effects and elements that combine to help hunters achieve complete invisibility from wild game.

Now the concept has been taken one step further, with X Jagd joining forces with its Austrian distributor Dschulnigg, top rifle manufacturer Steyr Mannlicher and optics expert Schmidt & Bender to roll out the pattern across both clothing and shooting equipment.

Alongside X Jagd's practical hunting clothing, hunters can now choose Steyr Mannlicher's SM12 SX or CL II SX rifle and an S&B 2.5-13x56 Stratos scope – all using the unique Demorphing pattern.

The idea, according to Dschulnigg's Andrea Stiller, is to offer a total camouflage solution so hunters and their hardware blend into the background, allowing them to get closer than ever to their quarry.

Andrea said: "Never before has it been possible to come so close within reach of wild game while hunting. By adding another 'step of logic' for the complete Demorphing look, X Jagd, Steyr Mannlicher and Schmidt & Bender have achieved the most innovative perfection."

The Demorphing camouflage concept is revolutionary because of the way the inventors looked at how hunters blend into their surroundings.

Until now, most perceptual research has focused on three areas: form, colour and space. The Demorphing collection creates a complete solution by adding in other factors, crucially time and motion, to produce what the firm calls 'form dissolution'.

As with many camouflage patterns, this one successfully breaks up the hunter's form and removes demarcated colour zones while using 3D simulations to distract the eye.

However, the visual structure has been designed to blur a hunter's movement through the environment. This perceptual delay also means a delay in reaction behaviour, taking care of the motion and time aspects of the concept too.

And by joining up the concept between clothing, rifle and scope, invisibility when hunting is now complete.

The Demorphing pattern is available on a wide range of X Jagd clothing in various effects – Woodland, Mountain, Savanna, Tundra and the new safety-oriented Flash.

Steyr Mannlicher's rifles are easy to handle while also offering the highest safety standards.

Meanwhile Schmidt & Bender's Stratos represents a real paradox – thanks to its high-end technology, the visibility of the quarry is increased while the hunter remains completely out of view.

X Jagd
W: *www.xjagd.com*

British clothing firm buoyed by IWA

The collection of pure wool tweed from British clothing expert Alan Paine proved a big draw for trade customers at the IWA shooting show in Germany.

A spokesman for the firm, which takes its Country Collection to the giant trade event, said: "Overall we had a very good show and felt that the calibre of customer was extremely good

"We saw many returning customers, who placed increased orders, and we opened seven new accounts. The latter came from Germany, France, Denmark and Sweden.

"Our Compton pure wool tweed collection was still one of the main areas of interest for customers, in particular the new tweed colours for gents and ladies and the new ladies styles."



Alan Paine
T: +44 1623 522570
W: *www.alanpaine.co.uk*

David Hall passes away

Tributes have been pouring in following the death of DHP chairman David Hall, the publishing mogul who owned ***Gun Trade World*** magazine, among others.

David passed away in his sleep early on Tuesday, March 3rd in hospital in Coventry, England, following a long battle against cancer. He was 72.

Considered a maverick when he entered the angling trade as the private publisher of Coarse Fisherman magazine more than 30 years ago, David went on to publish several leading consumer angling publications in the UK along with UK industry 'bible' ***Tackle & Guns***, and the annual trade show of the same name, plus ***Tackle Trade World***.

He had retired from the day-to-day running of the business just over a year ago because of ill health but kept in touch through regular meetings with MD Sean O'Driscoll.

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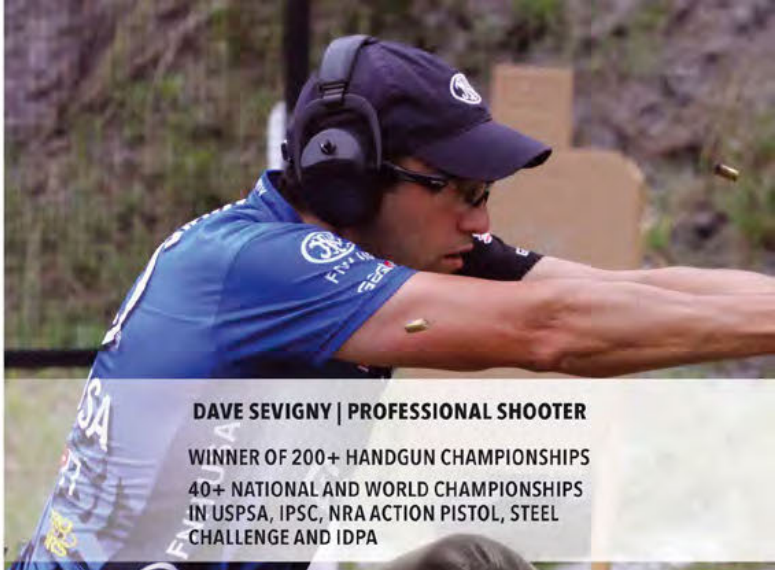
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The Daystate Pulsar is the most expensive airgun ever made in the UK. The first production run is limited to just 200 rifles.

Pulsar stars for Daystate

The most expensive airgun ever made by UK manufacturer Daystate – the fully electronic Pulsar – wowed trade visitors to the IWA Show in March.

The eye-catching futuristic model, first unveiled at SHOT Show in the USA in January, has just started its first production run, limited to 200 rifles under the Pulsar OS (Oro Serie, which is Italian for gold series) name.

Building on a decade of electronic airgun success, the Pulsar makes the next giant leap forward, featuring a compact and advanced firing system plus unique ergonomics to provide fast shooting, while its new side lever offers even faster reloading. Meanwhile, it also boasts an unprecedented array of safety systems.

It includes a 300cc-capacity cylinder, a choice of 10-shot rotary magazine or single shot via tray, alongside a range of stock options including walnut, laminate and ballistic nylon and is offered in either .177 or .22 calibre.

Daystate boss Tony Belas said: "This is the most expensive air rifle we have ever produced and there are many reasons for this, chiefly because we have included everything we can on it.

"Originally, this was designed to be a replacement for the Mk4 model, which has been very successful, but we soon realised that we would be better off starting again and building the Pulsar from the ground up, with the aim of it being a bullpup design.

"Ignoring price, we wanted to make a gun that was high powered yet lightweight and small – a bullpup was the obvious answer.

"The Mk4 electronic air rifle is seven years old now, so it made sense to look at everything again from a fresh perspective and the response from around the world to the Pulsar has been amazing.

"Of course, a completely new airgun at this level will be expensive to buy but we make no apology for that – you can't buy a Jaguar car for the same price as a Skoda!

"Inevitably, high-class engineering comes at a cost but we really believe that this will be a huge success around the world."

Daystate
T: +44 1785 859122
E: *office@daystate.com*
W: *www.daystate.com*

Gamo releases pellets for pistols

Spanish airgun manufacturer Gamo has unveiled a new range of pellets specifically designed for air-pistol use.

The firm says it has always found it strange that air-pistol shooters don't necessarily use products designed for their guns, so it has moved to create two new pellet designs with CO_2 pistols in mind.



These Gamo pistol pellets are said to be lighter and faster, thanks to the wide-cut design of the skirt or tail section.

There are two options available – the Pistol Cup features a high-precision, wad-cutter design for paper targets and training, while the Pistol Pro boasts a high-crowned dome head for plinking and hobby shooting.

Both offerings are available in .177 calibre (4.5mm), weighing in at 0.45g.

Gamo
W: *www.gamo.com*

LETTERS



Setting the record straight

Sir,
A statement attributed to a speaker at the recent "smart gun" conference is quoted in your March 2015 article ('Smart' thinking on guns – not yet) as saying that more than 500 American police officers had been killed with their own handguns by apprehended suspects in the past decade.

To the contrary, table 14 of the just-released FBI Uniform Crime Reports for 2013 indicates that the total number of law-enforcement officers feloniously killed with their own handguns since 2004 is 31.

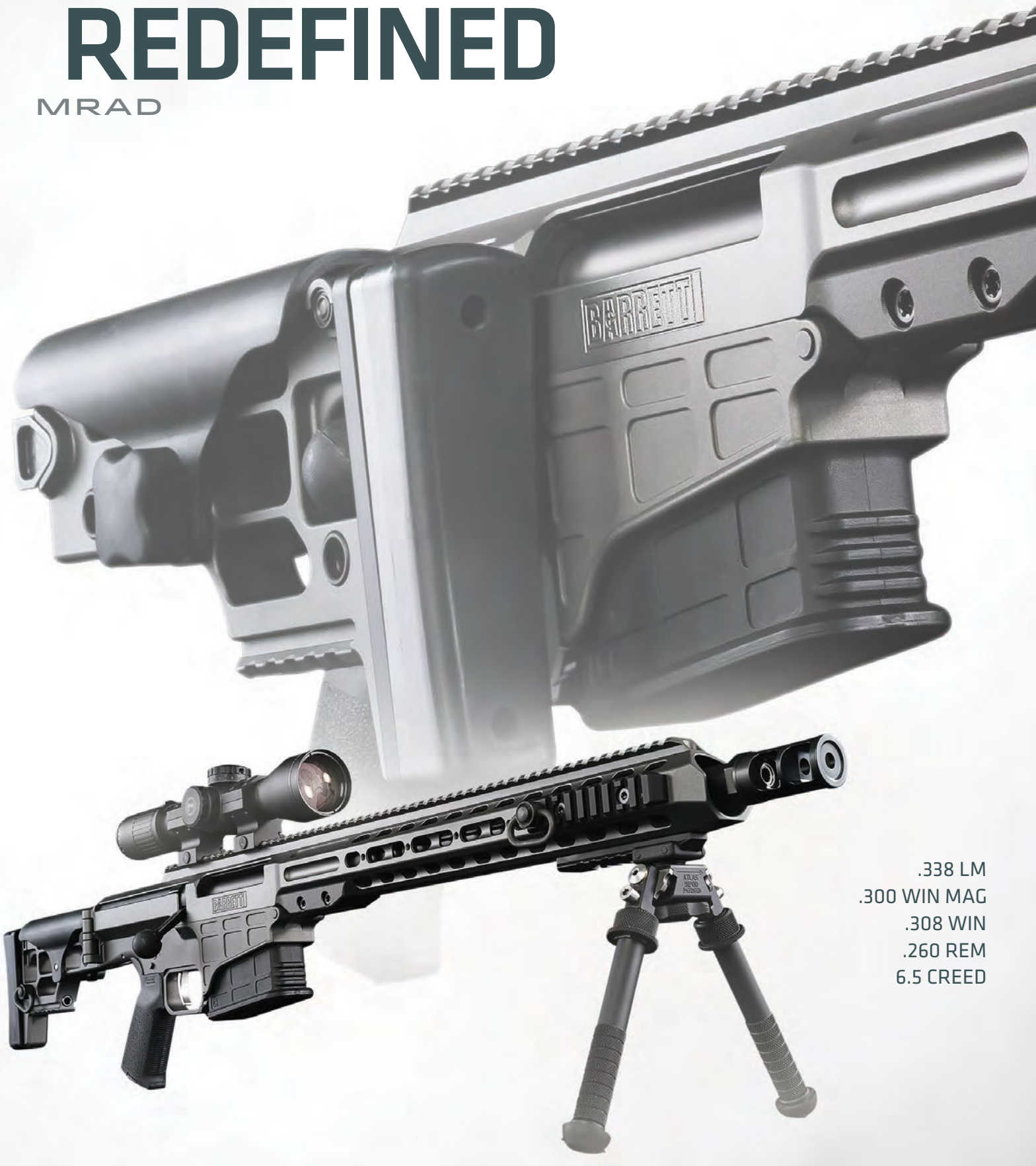
In none of these years has the total risen higher than six, with just one such homicide occurring in both 2012 and 2013.

While all officer deaths in the line of duty by any cause are tragic, the grossly inflated statistic quoted in the article must be corrected, lest it become another misleading and inflammatory factoid in the ongoing gun-control debates.

Stephen L Sanetti
President & CEO
National Shooting Sports Foundation, Inc.
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Cartridge-display firm has designs on growth

It has been a busy year or two for UK-based cartridge-display manufacturer and gift supplier TMB Designs, with increased product lines and the move to larger premises.

The new facility gives Trevor Bailey the space he needs to hold a much larger stock inventory as his overseas business continues to expand.

It's a far cry from Trevor's beginnings when he set up TMB Designs 15 years ago, producing a small range of cartridge displays from his garage in Pershore, Worcestershire.

These were sold at country and game fairs and, gradually, as the range of displays grew, in 2005 the firm moved to a small unit on farmland just outside Pershore, giving it more space to introduce new ranges of shooting-related giftware, including engraved glassware and resin figurines.





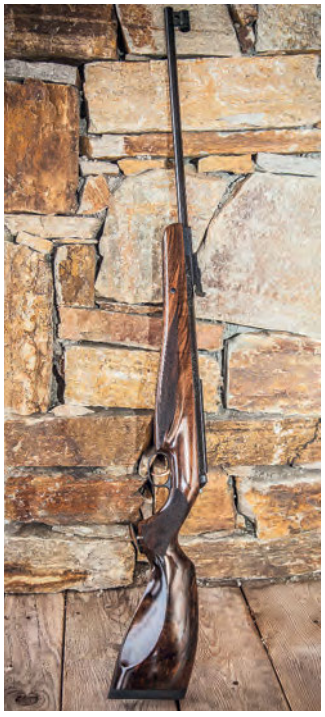
A change of direction in 2007 saw TMB Designs shift from retail to wholesale selling in the UK.

It also meant that the company began to attend international trade fairs in the USA (SHOT Show) and Germany (IWA) and became the distributor for an American company, which added several new lines to its product range, including wall hangers, clocks and tin signs.

Since then the portfolio has grown steadily and in late 2014 it moved to even larger premises, which now gives it space to hold a larger inventory of stock, which has become especially important after TMB took on its own distributor in Moscow, Russia.

Trevor said: "We now supply goods throughout the UK, Europe, USA and Russia. The cartridge displays and some other items are still handmade on the premises, so continuing the personal touch and attention to detail. We are still continuing to increase our ranges year on year, too."

TMB Designs
T: +44 1905 840022
E: *enquiries@cartridgedisplays.com*
W: *www.cartridgedisplays.com*



DIANA's one and only dream airgun

DIANA airguns have become legendary, so perhaps it is unsurprising that the German manufacturer has unveiled its ultimate model, The One & Only.

It is 125 years since Jakob Mayer and Josef Grammelspacher founded the firm in Rastatt, Germany, inspiring generations of shooters and building up an excellent reputation, becoming synonymous with premium airguns.

To celebrate this special anniversary, an outstanding masterpiece of art, The One & Only, has been created and it will be auctioned for a charitable cause in the second half of the year.

Master engraver Josefine Gröbel has successfully combined classical and modern elements of engraving to a perfect piece of art.

The goddess of hunting, Diana, is depicted on a precious inset plate of solid gold. Daring leaf arabesques and English swirls surround this mythical, graceful figure and create a beautiful and harmonious composition. Fine engraving on the sights and the anniversary logo "125 Years DIANA 1890 – 2015" which is also worked from solid gold, make The One & Only true to its name.

The stock is also purely handcrafted from first-class Caucasian walnut and has been given an outstanding appearance by a premium hand-rubbed oil finish, adding further to its unique looks.

Based on the new DIANA 340 N-TEC, this special model is powered by the German Nitro-Piston Technology, which offers the ability to take more shots with consistent power and an improved accuracy, enjoying a smoother and lighter cocking effort at the same time.

The ergonomic design of the stock makes it perfect for right as well as left-handed shooters.

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Barnett has a new recruit in crossbows

Precise engineering, sleek designs and unforgettable feel are qualities synonymous with Barnett Crossbows and its Recruit series is no different.

The Recruit is designed for youth and small-framed hunters and is a lightweight, compact bow, yet it also packs the punch to take down any game animal in any archery situation.

It also offers enough adjustment to grow and bridge the gap between the youth and adult hunter.

While it is designed with the kids and mums in mind, don't be surprised when dad opts to take the Recruit to the stand because he loves the lightweight, compact design and powerful punch.

The Compound boasts a striking look with a sleek, black finish, with a draw weight of 130lb that will send a bolt zipping to the target at 300 feet per second. It comes with a rope-cocking device, a three-arrow quiver and three 20in Headhunter arrows.

The Youth is available in three models, with the 100 including a premium red-dot sight, a rope-cocking device and a three-arrow quiver. It is also available in pink.

A mid-range option is the Recruit Youth 60, weighing slightly less than its cousin, while the ideal starter for younger users is the Recruit 30.



With a lightweight composite stock, the Barnett Recruit Recurve is lightweight yet powerful, with the firm's patented Quick-Detach Limb Assembly. It also comes with a premium red-dot sight, a varying dot intensity sight that makes aiming simple and increases accuracy. Also included is a three-arrow quiver and three 18in aluminium arrows.

Barnett Crossbows
W: *www.barnettcrossbows.com*

The scent of success for repellent

A brand-new odourless solution designed to protect against ticks, mosquitoes and most other biting insects has been launched.

Belgian expert Kasper Tindemans, who is well known in the gun trade, is bringing the Sentz range of products to the market.

Sentz Tick-Off is said to the best in class, with a proven protection time of more than nine hours. What's more, it is totally odourless, so game won't sense it, and it can be applied to skin, fabrics and even other animals, such as hunting dogs and horses, to protect them too.

The solution is based on something called IR3535, a topical, synthetic repellent developed for long-lasting protection and which has been used in other sectors for more than 30 years.

Biodegradable and similar in structure to naturally occurring repellents, it is said to be non-toxic, not irritating to the skin and highly effective.

Meeting all international regulations, Sentz is available as both an aerosol and a pump spray.

Sentz Liquid Solutions is now looking for distributors around the world.



Sentz Liquid Solutions
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Upgrades on way for lights

Streamlight has significantly upgraded the lumen output of its Waypoint Alkaline battery model and Waypoint Lithium Ion rechargeable pistol-grip spotlights, while also enhancing both of their designs.

Hand-held and powerful, the lights feature C4 LED technology to provide extremely bright lighting with an integrated long-range targeting beam.

The updated Waypoint Alkaline now boasts 550 lumens, 100,000 candela and a beam distance of 625 metres on the high setting.

The Waypoint Rechargeable delivers 1,000 lumens, 115,000 candela and a beam distance of 678 metres on high. This model has also been redesigned to include a medium setting, while the updated Waypoint Alkaline adds a trigger-style switch for momentary light-up capability without clicking the switch to lock the light on.

Both feature an integrated stand for hands-free scene lighting while the Waypoint rechargeable model will also float if dropped in water.

Streamlight's vice-president of sales and marketing, Michael Dineen, said: "Both of these models are ideal for boating, camping and other outdoor pursuits, as well as for a wide variety of search and rescue and other first responder applications.

"They're rugged and dependable, and extremely bright, whether used as a hand-held mobile searchlight or as a hands-free, stationary light to illuminate a scene."



Streamlight
T: +1 610 631 0600
W: *www.streamlight.com*



The Gamo Black Whisper from the Coyote entry-level multi-shot PCP range.

Whisper airgun is something to shout about

Gamo's airgun development continues with the launch of its latest take on its popular Coyote, the Black Whisper version.

The Coyote air rifle arrived last year as Gamo's new warhorse, an entry-level, multi-shot PCP offering quality and good design at a competitive price point.

The Black Whisper comes as a good-looking, black, synthetic-stocked model using Gamo's own Whisper Maxim technology.

This is essentially a rifled, steel barrel with integrated sound moderator to suppress sound and reduce noise expansion.

The system is said to be extremely efficient and lightweight thanks to the design of the internal air chambers and its synthetic construction.

Meanwhile, its revolutionary Custom Action Trigger (CAT) means the user can independently adjust their trigger's first and second stages, quickly and easily.

Each Coyote model has a multi-shot mechanism, actioned by the classic bolt system, which acts on a removable magazine with a capacity for 10 pellets.

On the mechanism's case there is an 11mm-long rail for the installation of optics.

Gamo Outdoor srl
T: + 34 93 640 72 48
W: *www.gamo.com*



Marval A Hornaday

Famous ammunition lady lost to trade

One of the founders of US ammunition maker Hornaday – Marval A Hornady – has died at the age of 102.

Marval married Joyce Wright Hornady in 1934 and 15 years later set up Hornady Manufacturing.

As well as raising three children, she was an active volunteer for many organisations while also doing bookwork at home for their small but growing bullet-manufacturing company.

In 1972 she was persuaded by her husband to come back to work and assume a more formal role at the company, which by then was also manufacturing ammunition and reloading tools.

When Joyce was killed in a plane crash in January 1981, Marval took over as chairman of the board and secretary of the corporation.

Along with her son, Steve, and daughter, Margaret, Hornady Manufacturing continued to grow, thanks in no small part to its family values, American work ethic and ingenuity.

She leaves a daughter, Margaret, and son-in-law, Donald David; son and daughter-in-law Steve and Jill Hornady, daughter-in-law, Barbara, along with many grandchildren and their spouses and great-grandchildren.

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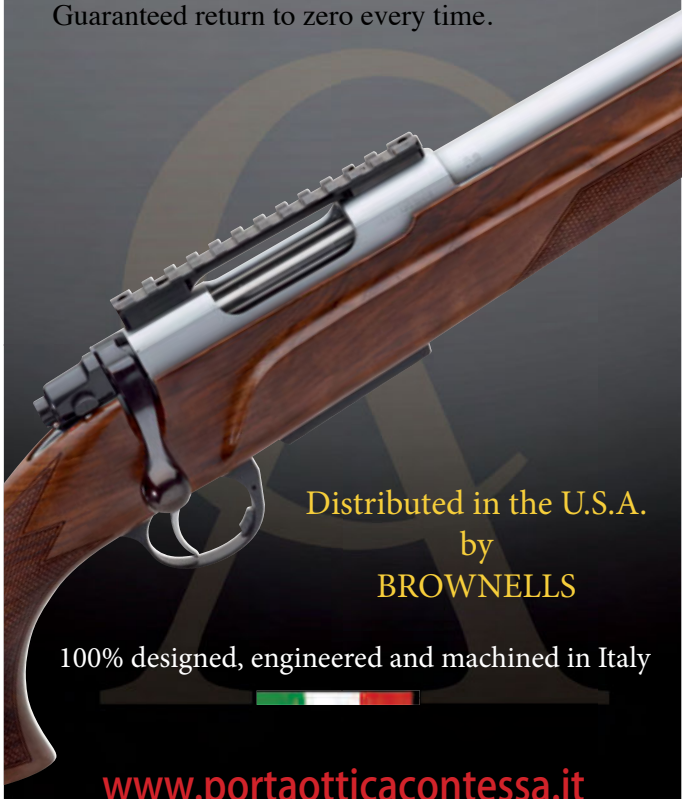


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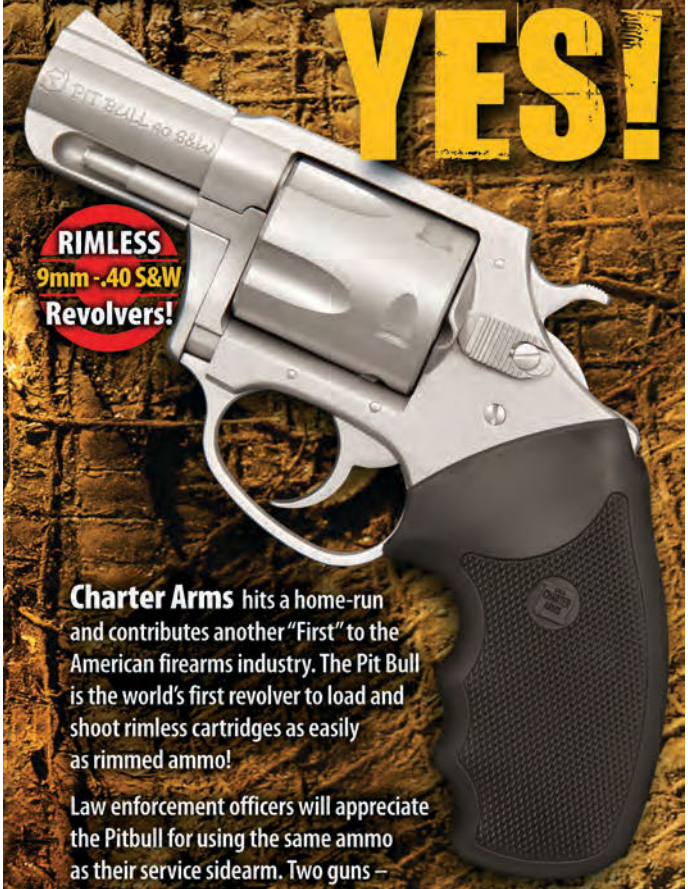
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Plano looks towards BloodSport for future

Plano Synergy Outdoors, the big manufacturer of hunting, fishing and outdoor-related products, has purchased arrows and accessory brand BloodSport.

BloodSport manufactures high-performance arrows, shafts and accessories popular with both hunting and target shooters who prefer using match-quality arrows built with the highest-grade components.

Tom Hurt, CEO at Plano Synergy, said: "This acquisition of BloodSport demonstrates our commitment to the archery industry, while at the same time complementing other existing products and categories.

"BloodSport is an energetic brand with strong momentum in a category that has lacked overall excitement. Its relentless focus on product innovation and quality aligns squarely with our core business philosophy."

With innovations like FlyStraight Technology and Rugged Wrap Construction, its arrows are said to ensure incredible flight accuracy and toughness not found in other 100 per cent carbon-shaft arrow products.

Larry Kendall, BloodSport's president, added: "Plano Synergy's reputation within the industry and demonstrated ability to grow brands to dominate its respective categories, leads me to believe that they are the right people to develop BloodSport into the market leader of high-quality carbon arrows.

"At BloodSport we are committed to building the most accurate arrows in the world. All of our arrows are hand-sorted and great care is taken to ensure that all of our components are matched perfectly with each shaft.

"We make sure you can consistently pull BloodSport arrows out of the box and aim with confidence. Once you shoot our arrows we think you will agree that the extra effort is worth it. We are excited about this new relationship and look forward to being a part of the Plano Synergy family."

Plano Synergy plans to maintain a termed presence in Iowa, USA, the current home of BloodSport, and its management executives will continue to be involved with the company post-close.

Plano Synergy will relocate general operational and other activities to one of its manufacturing and distribution facilities located in Tarpon Springs, Florida.

Laser firm has success in its sights

LaserMax, innovator and maker of laser sighting and illumination tools, has made two key appointments to help it grow further.

Chris Gray has become director of commercial and OEM sales and will provide tactical and strategic leadership while working closely with the marketing team to develop and implement effective sales programmes and promotions.

Chris was formerly sales and business development manager of handguns at Remington Outdoor Company, where he was recognised as a brand category 2013 Remington Rep of the Year.

Lasermax's chief sales officer, Chris Tinkle, said: "Chris' proven knowledge of the handgun business will be invaluable to our OEM and retail partners. He has proven his ability to develop strong relationships with key retailers in the shooting industry through creative programmes and cross-department collaboration."

His combined management and sales experience bring a vital perspective for increasing our brand awareness and retail relationships.

Meanwhile, Staff Sgt Joseph D'Ambrosia, US Army (Ret) becomes marketing and training coordinator, reporting to Celia Grimes, the director of marketing.

Joseph will represent the company through the development, production and distribution of digital, print and multi-media marketing materials designed to expand brand awareness.

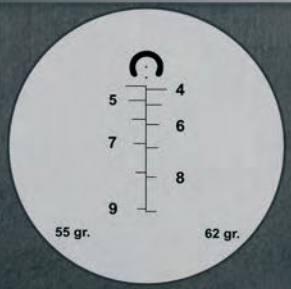
He will also develop and allocate firearms training programmes and content for LaserMax's commercial customer base and rapidly growing law-enforcement and military customer sectors.

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IWA:

Larger and more international than ever

After four intensive trade fair days in early March, NürnbergMesse, the organiser of the shooting and hunting event, IWA OutdoorClassics, pronounced it a resounding success.

The opening of this year's event by the Bavarian Minister of the Interior, Joachim Herrmann, and the Mayor of the City of Nuremberg, Dr Klemens Gsell, along with the Finnish mountaineer and entrepreneur Veikka Gustafsson, was still very much in progress on Friday morning when the 1,383 exhibitors (2014: 1,336) in the nine exhibition halls said they were already delighted with the very keen, positive response from the trade visitors.

By the time the doors had closed on this event on Monday afternoon, March 9th, 41,748 trade visitors, around two-thirds of them from 123 countries all over the world (2014: 39,244 trade visitors, 117 countries), had talked about and bought new products, innovations and trends.





Vital showcase

Every year in early March the shooting and outdoor trade world comes together at the Nuremberg Exhibition Centre for the sector's most important international showcase for these sports, outdoor equipment, along with civilian and official agency/authority security equipment, which now offers a multi-thematic range of products and services covering all aspects of classic outdoor activities.

Alongside the familiar and regular names were newcomers (large and small) who further expanded the list of exhibitors and the range of products on offer at this year's fair.

These not only included outdoor experts Haglöfs, X-BIONIC, Helsport or Dachstein but also two of the largest angling-equipment manufacturers in the world: DAM from Germany and Fladen Fishing from Sweden.

After Germany, the leading exhibitor nations were the USA, Italy, Great Britain, Turkey, China and France, the Czech Republic, Spain and Austria.

The next IWA OutdoorClassics will be held from Friday, 4th to Monday, 7th March, 2016 at the Nuremberg Exhibition Centre, Germany. GTW









QUICK FACTS

4
days

9
exhibition halls

1,383
exhibitors

79%
International share

41,748
trade visitors

123
countries represented

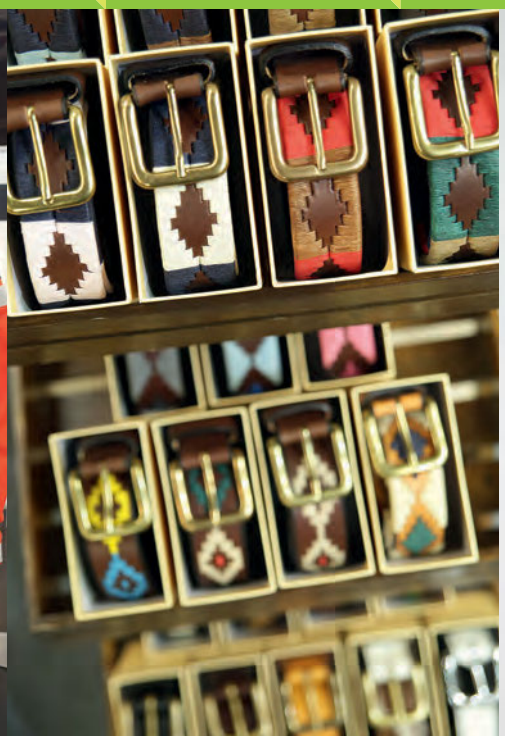
DATE NEXT YEAR:
Friday 4th to Monday 7th, March, 2016

IWA
T: +49 9 11 86 06-49 19
F: +49 9 11 86 06-49 18
W: www.iwa.info



> Alongside the familiar and regular names were newcomers (large and small) who further expanded the list of exhibitors and the range of products on offer at this year's fair.







Pictures courtesy of IWA Outdoor Classics.





AFTER GERMANY, THE LEADING EXHIBITOR NATIONS WERE:

USA ITALY UK TURKEY CHINA FRANCE CZECH REPUBLIC SPAIN AUSTRIA









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SPOTLIGHT ON **CLOTHING**



Clothing – have you got it all covered?

Good clothing can make your hunting trip but poor gear can ruin it. Thankfully, there is a huge choice – and great quality – out there right now.

Poor or inappropriate clothing choice might simply mean an uncomfortable shooting day or perhaps, depending on the terrain and environment, it can potentially be dangerous to you.

Being too cold – or too hot – or sweating without the moisture wicking away can cause huge discomfort and lead to more harmful conditions if not addressed.

Luckily, today there is plenty for the consumer – and the retailer – to choose from, with both specialist clothing brands and smart-thinking shooting names developing products for the field.

As a retailer you should select stock wisely, make yourself aware of the strengths and weaknesses of different options and be in a position to offer good advice to customers.

Where conditions can be tough, maybe with extremes of heat or cold, possibly aggressive environments with heavy thorns that can penetrate clothing, or where biting insects or even venomous snakes may be encountered, then much greater care needs to be taken in the selection.

Clothing requirements vary immensely with the type of shooting, the climate and the time of year. What would be appropriate for a day's summer rough shooting in England would be impractical in winter in Scandinavia or summer in Australia.

However, some basic requirements are essential. Here, we will focus on gear designed for hunting, stalking, game, wildfowl and general field shooting, concentrating on jackets and trousers.

Elemental decisions

At its most basic, clothing must protect the wearer from the elements, whether keeping cold at bay, fending off wind and heavy rain or preventing thorns and mosquitoes or other biting insects from spoiling the day.

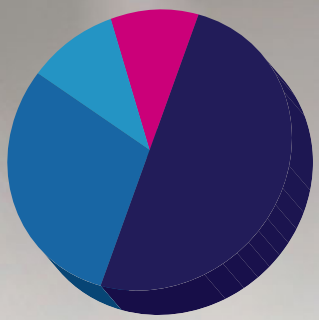
In the warmer climates, light clothing should offer sun protection and breathability, allowing perspiration to wick away while keeping UV rays at bay.

Deer stalkers and those who crawl over terrain where many animals roam will be well aware of the risks from ticks – they are not just a nuisance but a carrier of disease and, increasingly, 'anti-tick' features are being built into some garments.

Shooting jackets and trousers must also be designed with sufficient allowance for the easy movement required to tackle uneven terrain.

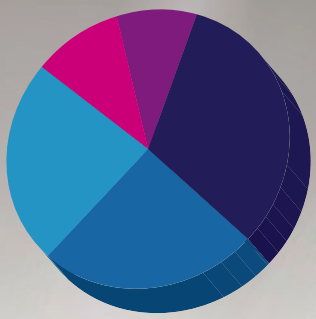
CLOTHING SURVEY RESULTS

BEST-SELLING BRANDS
(In no particular order)
Deerhunter
Beretta
Musto
Ridgeline
Seeland
5-11 Tactical
Barbour
Härkila
Le Chameau
Under Armour
Blackhawk
Browning
Chiruca
Hart
Huntech
Hunters Element
Jack Pyke
Laksen
Pinewood
Schüffel
Stoney Creek
SwedTeam
Alan Paine
Sasta
Bonart



WHICH CLOTHING SELLS BEST?

Modern hi-tech fabrics	50%
Camouflage	30%
Tweed/traditional cloths	10%
Waxed cotton	10%



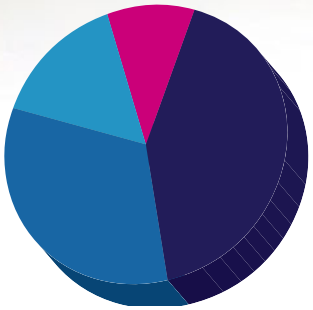
WHAT DO BUYERS CONSIDER FIRST?

Brand/make	32%
Cost	25%
Performance	24%
Material quality	10%
Style/design	9%

UP 4%
DOWN 32%

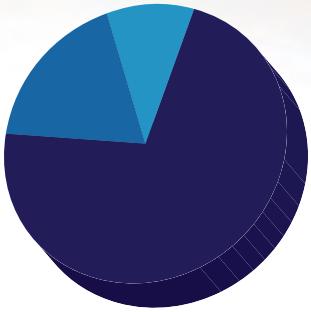
SALES OF GAME/ TRADITIONAL CLOTHING

Up	4%
Same	64%
Down	32%



WHAT DO MOST CUSTOMERS BUY?

Jacket only	42%
Suit (jacket & trousers)	33%
Suit plus undergarments	15%
Trousers only	10%



SCENT-CONTROL CLOTHING SALES?

Not taken off yet	72%
Slow but growing	18%
Sales increasing	10%

UP 24%
DOWN 24%

SALES OF HUNTING/ STALKING CLOTHING

Up	24%
Same	52%
Down	24%

UP 9%
DOWN 58%

SALES OF CAMOUFLAGE CLOTHING

Up	9%
Same	33%
Down	58%

The upper part of the jacket design must take into account the need for easy gun mounting, with the back and sleeves providing freedom of movement and the ability to move the gun swiftly.

Modern garments have evolved to cope with almost every eventuality, giving rise to many specialist suppliers.

MATERIAL TYPES

Traditional Tweed

Perhaps the most famous clothing materials for shooting sports, be that formal game shooting or deer stalking, is tweed.

There are good reasons why it has stood the test of time – it is a comfortable, robust and practical material with modern designs that allow the free movement required while the 'quietness' of the cloth ensures a silent approach, often essential to success.

More recently, wool has been blended with modern yarns to retain the elegant appearance of tweed but offer added protection against the elements and wear resistance, combined with lighter weight.

These developments have ensured that tweed clothing will remain a feature of the shooting scene, not just in the UK but across the world.

Waxed cotton

This type of material, made in a variety of weights depending on duties, temperature and weather conditions, has been a firm favourite with shooters for many years.

Although they have fallen out of favour in some markets in recent times, there are still many brands offering these items because the finely woven cloth gives excellent protection against thorns, while the wax dressing makes the cloth waterproof and improves durability.

Barbour has become synonymous with this garment type, so waxed cotton shooting wear is still termed 'Barbours', even today.

The availability of high-performance modern fabrics has undoubtedly changed the way we think about shooting clothing and Barbour now also employs a great deal of these in its ever broadening product line; but waxed cotton is likely to be around a while longer yet.

Hi-tech fabrics

'Hi-tech' fabrics are the buzzwords of the industry right now, with many and varied materials offering levels of performance unthinkable only a few years ago.

Think hi-tech and the name Gore-Tex won't be far behind – a leader in outer-layer materials providing strength, weather resistance and 'breathability'.

It is interesting to note, though, that many other materials with similar features are also making their way into garments. Sympatex is a popular one but many clothing brands are now offering products made using their own '-Tex' marque.

In general, modern shooting clothing is layered, with each layer providing an additional feature; these include fleece layers that are light yet excellent at retaining body heat even in very cold climes, and intermediate layers with

a 'wicking' function to remove excess perspiration and allow it to pass out through a permeable outer skin.

Some combinations are so advanced that they offer a form of 'climate control', so normal heat is retained but excess can escape while combating cold winds and weather.

Such hi-tech clothing can greatly improve comfort while shooting, especially when activities involve sessions of strenuous activity followed by periods of standing still – alternating beating and shooting from a 'peg'/stand or walking between drives.

In cold conditions this can lead to perspiration chilling the body, which is combated by the hi-tech material combinations.

Special features

Technology continues to feature in shooting-sport clothing. One of the latest is designed to prevent the hunter's natural body odour reaching the prey.

Special linings (or in some cases underwear) incorporate odour-absorbing materials such as activated carbon granules, as used by the military, to absorb noxious substances.

These garments can, it is claimed, make it possible to approach potential prey from the upwind side as well as downwind.

Other shooting clothing is now fitted with washable heating modules to keep hunters warm when stationary and exposed to the elements, for example in a high seat or duck blind.

We have already mentioned the anti-tick coatings and materials and another key feature is noiseless material.

Combine anti-scent and noiseless materials, not to mention camouflage, and the idea is that you can get closer to your quarry than ever, making for an easier and more accurate shot.

Hiding away

No discussion about shooting clothing would be complete without a mention of colour.

Traditional greens and browns make a huge amount of sense when choosing clothing, although there is a requirement in many countries for some form of orange to mark out the hunter for his colleagues, ensuring a safe hunt.

In many markets camouflage and clothing go hand in hand. Realtree is arguably still the bestseller with a wide array of patterns, while Mossy Oak has a massive following in certain areas.

However, as with the waterproof, breathable own-brand '-Tex' materials, a number of firms have their own camouflage patterns too.

Indeed, one or two have even been pushing the boundaries with 3D or digital camou and, just recently, the Demorphing concept from X Jagd.

Many camou patterns also feature a 'blaze' offering – a bright orange version to ensure fellow hunters can see you while out and about.

With numerous species possessing limited colour differentiation, or even being colour-blind, this works really well and in some territories an orange safety marker is mandatory. GTW



"Many camou patterns also feature a 'blaze' offering – a bright orange version to ensure fellow hunters can see you while out and about."



AROUND THE WORLD

Clothing choice will vary considerably in different parts of the world. Naturally, the ambient temperature will be a very significant factor, as will the type of terrain involved and the type of shooting.

As clothing becomes increasingly specialised and more technical, so those retailers making an extra effort to keep up with new developments and prepared to spend time helping customers make the most suitable decision could benefit from that investment in time and knowledge. A comfortable customer is a happy customer and one likely to come back for more good advice and quality products.

01 USA

In this vast hunting nation the requirements can vary considerably from hat, shorts and shirt to a 'snow and trees' camouflage suit as ideal for use in Scandinavia in winter hunting in the snowy mountainous areas.

In much woodland hunting the blaze-pattern camouflage is now commonplace. This may at first seem strange but, with deer, the most hunted species in the US, being colour blind, this may not be quite as odd as it may at first appear and is an essential safety factor for hunters to be aware of each other.

The truly realistic hunting camouflage patterns were originally developed in the US by Bill Jordan and they remain dominant, with a huge range of patterns to blend in with most environments is now available from Realtree-licensed clothing manufacturers around the world.

02 South Africa

Although daytime temperatures can be very high – requiring only a light covering to protect from the sun – mornings and evenings can be cold, when a removable lining in the jacket might be fitted or a sweater/jumper required. Camouflage clothing is okay here but military-type patterns are not allowed in some other parts of Africa – special patterns have been developed to work best in the Bushveld areas by makers such as Ridgeline and Sniper Africa.

Many trees and shrubs have thorns and this needs to be taken into account, as does the need for a sunhat. Some prefer trousers with zip-off legs because these can help cope with the temperature disparity; likewise long-sleeve shirts can be rolled up to help lose heat.

Full shooting gear and camouflage suits will need careful selection depending on location, timing and shooting style.

Shotgun bird hunters will require different kit to large-game rifle hunters and both should seek advice from expert suppliers before a trip to South Africa.

03 Europe

The traditional UK field, game and stalking shooting styles are what brought traditional tweed clothing to its present highly developed state. This and the advent of newer material mixes has resulted in clothes well suited for shooting and smart enough for casual wear, helping tweed continue its popularity in the UK, on Continental Europe and beyond.

For less formal types of shooting, wax cotton still holds a firm position, although the new hi-tech materials are increasingly being appreciated, even though they generally cost more.

Camouflage clothing with ever more patterns available to suit the season and location are increasingly popular; combined with the new materials they provide good design for the shooter/hunter as well as dealing well with the conditions.

With over 1.4 million regular hunters, France is a large market in shooting clothing, followed by Spain and Italy, where there are around one million hunters. German and Austrian hunters love the traditional Loden look while further north it is crucial to have quality clothing to protect you from chilling temperatures, wind, rain and snow.

04 Australia & NZ

Australia has a wide variety of hunting, much being informal, where a small number of hunting pals go in search of anything from rabbit, foxes or duck to feral goat and, in some parts, feral donkey and camel on to 'big game' like water buffalo.

Deer are also hunted in the higher grounds and these all require suitable clothing with an emphasis on comfort and durability; hunting wild pig through heavy gorse requires protection from the scrub and clambering up scree slopes to hunt deer all demand durability.

Clothing companies from 'down under' have built a good reputation for comfortable, practical designs made from strong materials. Protection is vital, with heat control another essential for large parts of Australia. Temperature, terrain and conditions will be serious factors in clothing choices here.

New Zealand has some similarities with the UK and now has fine driven pheasant shooting estates where traditional attire would suit well; hunting deer is also popular and, whether one chooses camouflage or green, it must also cope with everything from wind and rain to allowing heat to escape after an arduous climb, while retaining it on a mountain peak.

MATRIX OF MAKERS

Clothing

USA
The Allen Company
E: *via website*
W: *www.allencompany.net*

USA
5.11 Tactical
E: *via website*
W: *www.511tactical.com*

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Aigle
E: *info@aigle.com*
W: *www.aigle.com*

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Alan Paine
E: *sales@alanpaine.co.uk*
W: *www.alanpaine.co.uk*

GERMANY
Alpenheat
E: *office.eu@alpenheat.com*
W: *www.alpenheat.com*

USA
ATK/Blackhawk
E: *premiumpartners@atk.com*
W: *www.premiumpartners.atk.com*

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E: *info@bailo.com*
W: *www.bailo.com*

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Baleno
E: *baleno@sioen.be*
W: *www.baleno.be*

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W: *www.barbour.com*

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E: *Miranda@bellranger.com*
W: *www.bellranger.com*

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W: *www.bergans.com*

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W: *www.berneapparel.com*

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Beretta
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W: *www.beretta.com*

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E: *info@blaser.de*
W: *www.blaser.de*

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W: *www.bob-allen.com*

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Bonart
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W: *www.bonart.co.uk*

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W: *www.browning-int.com*

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W: *www.chapuis-armes.com*

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W: *www.chevalier.se*

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W: *www.fal.es*

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W: *www.chrysalisclothes.co.uk*

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W: *Not listed*

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W: *www.froggtoggs.com*

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Gamehide
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W: *www.gamehide.com*

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W: *www.gore-tex.com*

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W: *www.harkila.se*

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W: *www.huntech.co.nz*

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Hunter's Element
E: *via website*
W: *www.hunterselement.co.nz*

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Icebreaker
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W: *www.icebreaker.com*

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W: *www.thatchreed.co.uk*

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Pictures courtesy of IWA Outdoor Classics.

Tactical growth continues for trade show

With almost 60 per cent more exhibitors and a quarter more trade visitors, the fourth international law enforcement, security and tactical solutions show, Enforce Tac, delighted those involved.

The 2014 venture attracted 78 exhibitors and 1,668 trade visitors to the Nuremberg Exhibition Centre but this year that number swelled to 123 companies, or almost 60 per cent more.

They took up over 70 per cent more exhibition space, along with 2,069 official agency and authority security experts from 53 countries.

From service weapons, ballistic accessories, electronics and optronics to medical emergency care, operational clothing or vehicles, Enforce Tac 2015 – under the patronage of the Bavarian Minister of the Interior, Building and Transport, Joachim Herrmann – presented a comprehensive spectrum of equipment for official security authorities, agencies and organisations.

The leading exhibiting countries this year were Germany, Italy, Austria and Switzerland, along with Great Britain and Norway.

In terms of trade visitors, Germany was ahead of Austria and Switzerland, followed by the Netherlands, Belgium, Italy and Norway.

However, the security experts are now no longer travelling to Enforce Tac from just practically the whole of Europe, they are also coming from the USA and Canada, India, Singapore and Hong Kong, South Africa and even Australia.

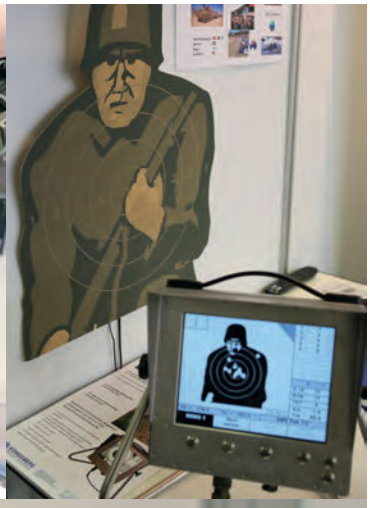
The participants also enjoyed zealous use of the opportunity for further specialist and professional training and the exchange with international colleagues at the parallel-staged event European Police Trainer Conference (EPTC).

Next year's Enforce Tac will be held on Wednesday 2nd and Thursday 3rd, March, 2016, once again at the Nuremberg Exhibition Centre.

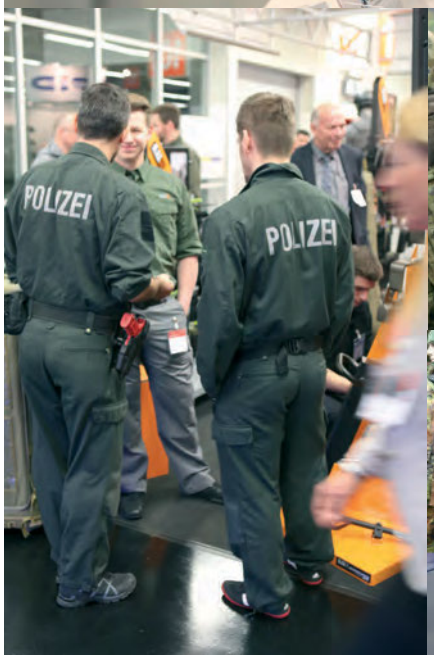
Only authorised representatives from official agencies and authorities are permitted access to the event.

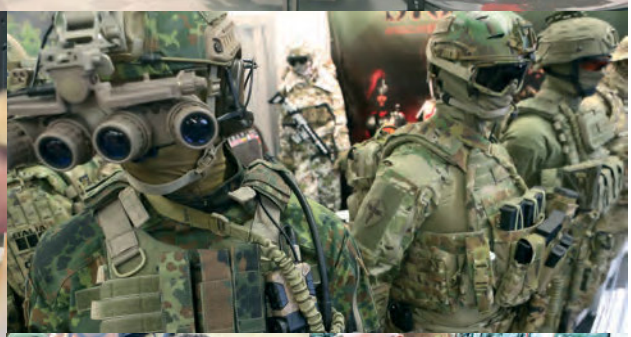
Further information on Enforce Tac 2015 is available online at: *www.enforcetac.com/en/*.













ENFORCE TAC by IWA

FACTS & FIGURES

78 Number of exhibitors in 2014

123 Number of exhibitors in 2015

+57% Increase in exhibitors

2,069 Official agency and authority security experts from 53 countries

Leading exhibitor nations:

GERMANY, ITALY, AUSTRIA, SWITZERLAND, UK, NORWAY

Leading visitor nations:

GERMANY, AUSTRIA, SWITZERLAND, NETHERLANDS, BELGIUM, ITALY

Other leading visitor nations:

USA, CANADA, INDIA, SINGAPORE, SOUTH AFRICA, AUSTRALIA

Enforce Tac 2016 will be held on Wednesday 2nd and Thursday 3rd March at the Nuremberg Exhibition Centre.



Footwear to make your sales zip

Steadily carving out a niche of their own in the world of modern tactical footwear are side-zip boots. This month's Great Gear gets toe to toe with tactical side-zippers.

In tactical situations as well as airsoft and some sport shooting disciplines, boots affect their owner's speed, agility and performance.

The trade is virtually flooded with innovative technologies designed to make sure operators and shooters get footwear that doesn't hold them back while always providing a combination of grip, ankle stability and foot protection.

It's true that any adequate boot will do a decent job. The key, however, is to do better than decent and offer your customers the right tactical footwear that will keep them comfortable and make them more efficient. Side-zip boots are a way to differentiate your product line-up.

Zip advantages

It's quite obvious that it's far quicker and easier to get in to or out of side-zip boots than standard lace-up variants. This means they are great for people who need to respond very quickly and don their gear in an instant.

Side-zippers also allow the laces to remain in the same position, offering a perfect fit every time – no more feeling uneasy because your laces are just a little bit too tight or too loose.

An added bonus of zippers is that, once your boots are off your feet, they dry quicker with the zips open than regular lace-up boots.

Don't worry about zippers coming loose in the heat of battle. Flaps at the top of the side zips help them to stay closed.

Waterproof zips

One might imagine adding zippers to boots would provide an entryway for water to pour inside. This would be the case hadn't waterproof liners been added behind the zippers, ensuring any water that might penetrate the zippers does not reach your feet.

Just as with regular boots, however, there is still a difference between boots that are quoted to be waterproof and water resistant.

One isn't necessarily better than the other, it all depends on what you plan to use your boots for.

Stroll through the zipper world

Many brands now offer side-zip tactical footwear. Each has one or more takes on the concept in their line-up. Without being exhaustive, let's have a look at what's on offer.

Designed for speed and constructed for stability, the Danner Striker Torrent Side-Zip



8in is built on its lightest weight and most versatile platform.

The custom Vibram Torrent outsole features a 360° pentagonal pivot point lug pattern for grip in all directions. These Danner boots also feature a 100 per cent waterproof and breathable Gore-Tex lining, while featuring a durable and polishable full-grain, all-leather upper.

Also boasting a waterproof Gore-Tex lining are the GX-8 GTX CT SZ boots from Bates. Constructed out of durable ballistic nylon and equipped with a slip-resistant rubber outsole, these boots have been made into a lightweight, athletic construction with a composite, non-metallic toe.

Next in the waterproof line-up is the Magnum Cobra 8.0 Side-Zip. Being one of Magnum's best-selling styles, these 8in boots are lightweight, scanner-safe and feature a contour moulded insole for cushioning comfort and a YKK circular side zip. Ballistic nylon and waterproof leather, combined with a waterproof bootie and moisture-wicking lining and laces make these boots fully waterproof and sweatproof.

A different kind of boot altogether is the 5.11 8in ATAC Coyote. This desert side-zip offers rugged reliability and numerous features that provide superior performance across a wide range of applications. The tan suede outers are both comfortable and ergonomic, while the nylon upper offers resilience and breathability that excels in tough work environments.

The moisture-wicking lining and extensive dual-density foam cushioning offer support and comfort, the oil-resistant outsole ensures traction and stability, and a hidden side pocket provides added utility.

Last but not least, Altama has launched its all-new LiteSpeed side-zip 6in and 8in tactical boots especially designed with hot weather in mind.

With uppers made from high-quality leather and hi-tech air mesh that wicks moisture away, these LiteSpeed boots keep your feet cool during high-speed manoeuvres. The multi-directional lug-tread soles provide optimal traction on every terrain.

> "Great boots that are ill-fitting will only cause blisters and foot sores. To fit well, boots need to wrap around the feet securely and comfortably."

Size, width and height

Once you've picked the right side-zip boots for the job at hand, making sure that they fit your feet is of the utmost importance.

Great boots that are ill-fitting will only cause blisters and foot sores. To fit well, boots need to wrap around the feet securely and comfortably.

They should be wide enough to accommodate the feet (hence various available widths) and long enough so as not to crowd the toes (hence various sizes).

They also need to hold the heels securely in place to prevent rubbing, the most common cause of blisters.

Choosing the correct size has to be done by measuring your feet. This can be done at home but is best left to a professional, such as a specialist retailer.

Keep in mind that some tactical footwear brands tend to be oversized, so trying on and fitting new boots before purchasing them is a must.

Not only are boots made with different sizes and widths, height also plays a role. In tactical footwear, one of the first priorities is supporting the ankles. This is why a boot height of six to eight inches is recommended. Lower boots are lighter and should allow more mobility but they may not offer as much stability and support to the ankles. Higher boots, meanwhile, can limit mobility and needlessly add weight.

Retail opportunities

Because there are dozens and dozens of tactical boots available alongside side-zippers, as a retailer this really gives you an opportunity to shine.

Dive in on the subject and pick a well-balanced product and brand line-up to cater for various customer needs.

Giving them the opportunity to have their boots properly fitted is an added bonus that only you as a specialist retailer can offer. GTW



Härkila:
Hunting for perfection

As a premium brand of hunting gear, Scandinavian name **Härkila** has proven itself time and time again, not only in the wilds but also as a bestseller on the shop floor.

The name Härkila was first mentioned as early as the 17th century. It originates from a family farmhouse in the county of Västra Götaland on the west coast of Sweden.

In old Nordic tongue Härkila translates into "the field of great bulls", referring to the many giant moose that roamed the area.

Hunting had always been key to survival in the harsh Scandinavian climate. The family living on the Härkila farm had to rely on hunting as well and were even quite good at it.

So good, in fact, that its farm evolved into a thriving business selling both meat and fur.

In the early 1950s, the family advanced its business into the breeding and training of hunting dogs. The Härkila Kennel grew and became one of the largest in Scandinavia. With more than 300 award-winning hunting dogs from moose hounds and Labradors to setters and dachshunds, the Härkila Kennel is, to this very day, renowned for its outstanding achievements in the field.

The ultimate quest

Being out there for generations, at the mercy of nature and the harsh Scandinavian climate, the family at Härkila farm wasn't really satisfied with the old-fashioned hunting clothing available at the time.

They started dreaming of the ultimate hunting gear, fit for the roughest terrains and conditions that would protect them from wind, rain, heat, cold and snow.

Never contenting themselves with the status quo, a sewing workshop was set up where new designs and materials were processed into a whole new standard of hunting clothing.

Some 50 years on, Härkila gear is available in more than 45 countries, being sold in more than 2,500 retail shops worldwide.

Hunters versus tailors

The design of the Härkila collection is a work of craftsmanship. It is a journey that starts and ends in the wild and involves experts from numerous fields.

Active hunters around the world give their feedback on Härkila products and come up with ideas for new details and functionalities.



At the same time, a group of experienced expert hunters – the 'Test Team' – contribute new product ideas and systematic product tests in real-life hunting situations.

They represent all major hunting traditions worldwide, enabling them to help develop and test products for every type of climate and terrain.

From another angle Härkila's technology partners constantly update the designers on the cutting edge in materials and trends. The in-house reasearch and development team, meanwhile, taps in to all these sources to create the best possible products.

At Härkila, hunters and tailors work for the same result, albeit from different perspectives. The Test Team strives to make the gear as functional as possible, while R&D wants to find workable solutions, constantly asking questions like "Can this be done?" "How do we make a rock-solid boot that doesn't weigh a ton?" "How do we create a glove that is extremely warm and still light and comfortable?"



HÄRKILA

"Uniting tradition and technology, the passion for hunting and Scandinavian craftsmanship passed on from generation to generation still represents the core values of Härkila."

The ideas that survive the brainstorming sessions are presented to the Test Team for a preliminary evaluation. Once samples have been manufactured, they are put through their paces in actual hunts.

When the Test Team approves the products, manufacturing begins, with the gear finally ending up in the hunting community that sparked the ideas in the first place.

Clothing, footwear and more

Function, quality and comfort are keywords at Härkila. At the forefront of the market for years, it claims to be the very first hunting brand in the whole of Scandinavia to introduce Gore-Tex membranes into its clothing.

Consequently, Härkila has grown by exclusively using top-notch suppliers and working closely with brands such as Gore-Tex, Vibram, Polartec, PrimaLoft and Windstopper.

Weaving these well-known technologies together, Härkila has come up with a truly wide range of clothing and footwear, divided into three principal collections – Performance, Endurance and Classics.

Although these each have very distinctive and unique properties, they all share the same idea – delivering the goods when hunting fever strikes and nature rages.

Expect to find everything from jackets to waistcoats, fleeces, trousers, gaiters, underwear, hats, gloves, boots and lots, lots more.

In addition to hunting clothing and footwear, Härkila designs equipment that makes hunting that little bit easier, more comfortable and perhaps even a little more successful.

The line-up includes backpacks, water pouches, gun cases and slings, among others.

Performance

The Performance collection is designed for hunters covering long distances with varied activity levels, for example stalking, climbing...

Combining innovative materials with functional design, this collection offers low weight, high breathability and unique technical features.

Endurance

Offering extremely durable and functional gear, the Endurance collection is designed for hunting in the toughest of conditions.

Tailor-made for ruthless climates, the Endurance line is rock solid and will provide all the practical means necessary to fully focus on the hunt, whatever tricks Mother Nature has up her sleeves.

Classics

As the name implies, the Classics range is firmly rooted in the design traditions of classic hunting and shooting.

Combining high-quality materials with elegant designs, the Classics collection offers a sleek appearance for both hunting and leisure without ever compromising functional materials or an eye for detail.

Trusting your instinct

The family bloodline of the old farm can still be found in the Härkila range. Uniting tradition and technology, the passion for hunting and Scandinavian craftsmanship passed on from generation to generation still represents the core values of Härkila.

Hunting is all about trusting one's instinct and one's gear enough to become one with nature. Härkila aims to bring just that: The best experience with nature, no matter how extreme the weather conditions might be. GTW

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Doing business with... Norway

With a keen tradition of hunting thanks to its vast array of target species, a shooting background steeped in necessity, not to mention a harsh environment that tests even the toughest gear, Norway is a great gun market.

FACT FILE

Norway
Capital: Oslo
Continent: Europe
Official Language: Norwegian
Area: 148,718 square miles
Population: 5,136,700 (2014 estimate)
GDP (PPP)**:** $353.23 billion (2015 estimate)
Currency: Norwegian Krone (NOK)
Time Zone: UTC+1, Summer UTC+2
Internet Domain: .no
Int. Dialing Code: +47

Geography: Norway comprises the western part of Scandinavia in northern Europe, the rugged coastline, broken by huge fjords and thousands of islands. It shares a land border with Sweden, Finland and Russia to the east. To the north, west and south, Norway is bordered by the Barents Sea, the Norwegian Sea, the North Sea and Skagerrak.

Climate: The southern and western parts of Norway, fully exposed to Atlantic storm fronts, experience more precipitation and have milder winters than the eastern and far northern parts. The lowlands around Oslo have the warmest and sunniest summers but also cold weather and snow in wintertime.



There are large numbers of moose, wild reindeer, deer, hare, grouse and other large woodland fowl in the forests and mountains.

Hunting may be carried out on government property, state common land and private property. However, it is not allowed without permission from the landowner and a licence must be obtained before hunting.

Anyone aged 16 or over not listed on the Norwegian Register of Hunters must pass a hunting proficiency test before hunting or trapping.

Visitors from overseas need not take the test provided they satisfy the conditions for engaging in the same type of hunting in their home country (place of residence).

Applicants may take the hunting proficiency test from their 14th birthday. The minimum age for small-game hunting is 16, for larger game, 18, and for trapping, 16 (except lynx, where the age limit is 18).

Anyone wanting to hunt in Norway must pay a licence fee, which covers the full hunting year, from April 1st to March 31st.

The Directorate for Nature Management can provide further information about hunting regulations, along with a current list of species that can be hunted and the relevant seasons.

The Norwegian Directorate of Customs and Excise has information about rules concerning the import of weapons for hunting purposes.



THE VIEW OF A **NORWEGIAN SUPPLIER...**

Ronny Aspeli
Aspeli's Weapons

Ronny Aspeli and gunsmith Tore Sivertsen, who handles repairs and warranty work, established the firm in summer 2012.

It has long been the Norwegian importer of IMA (International Military Antiques) known from the television series Family Guns.

It has also been the importer for Henry Repeating Arms from the USA and Cometa from Spain, plus air rifle and riflescope brand Barska. It is also one of the few suppliers that sells militaria, with a good stock of historical weapons and equipment.

Ronny said: "You only have to take a look at YouTube and do a search for landsskytterstevnet and stangskyting to see our great tradition of rifle shooting. Landsskytterstevnet, in particular, is a great family event.

"If you take a look at stangskyting Krag you will get some idea of the ability of our Norwegian shooters!

"We call that type of shooting DFS in Norwegian (Det frivillige skyttervesen); in English it roughly translates as the voluntary shooting association.

"It was first established in 1893 by the Norwegian government to enhance the shooting skills of the people and prepare for the defence of the country. Many DFS shooters were involved in the Second World War, especially in 1940.

"Currently, there are around 845 shooting teams in DFS and approximately 142,000 shooters. Anyone interested can check out the website at *www.dfs.no*.

"Other popular types of shooting include hunting, of course, plus handgun shooting, clay-pigeon shooting and practical competitions."

GUN STATS

1.32m
The number of registered firearms in Norway

31.3%
Percentage of registered firearms per population

720,000
Number of privately owned rifles in Norway

600,000
Number of privately owned shotguns in Norway

720,000
Number of privately owned handguns in Norway

$72.6m
The annual value of small arms and ammunition exports (US$) as reported by Customs

$124.7m
The annual value of small arms and ammunition imports (US$) as reported by Customs

Arms & ammo rules

For hunting moose, red deer, fallow deer, wild reindeer, wild sheep, musk ox and wolf, only rifles are permitted. This also applies to male roe deer between August 10th and September 25th.

For moose, red deer and roe deer, it is forbidden to use a semi-automatic rifle with more than three cartridges in the magazine and one in the chamber. For other species, use of a semi-automatic rifle with more than two cartridges in the magazine and one in the chamber is prohibited.

For moose, red deer, fallow deer, wild reindeer, wild boar, wild sheep, musk ox, wolf and bear, ammunition with expanding bullets weighing a minimum 9g is required.

When hunting roe deer, beaver, wolverine and lynx with a rifle, expanding bullets with an impact energy of at least 980 joules (100kg/m) at a range of 100 metres, E 100, must be used.

For smaller game, only shotguns with up to two cartridges and rifles are allowed. Saloon rifles using .22-calibre long-rifle bullets must only be used for hunting small game up to the size of hares but not for hares themselves.

The use of lead shot is not permitted for geese, ducks and waders (except woodcock). Slugs are permitted for hunting wild boar and roe deer.

Since 2005 the use of lead shot in hunting has been prohibited, however, just recently, the Norwegian parliament agreed to reintroduce lead shot for live-quarry hunting outside wetlands.

Sport shooting

Here again those interested must obtain a sport-shooting licence following proof of attendance at a regulated gun club and completion of a test, which includes firearms safety and shooting itself.

There is a strong sport-shooting interest in Norway and everything is catered for, from clays to rifles and pistols, from regional and national events to Olympic disciplines.



There is a keen airgun fraternity as well, since Norway is one of the few places in the world where there are no power limitations. There are rules regarding ownership of high-powered air rifles but, generally speaking, any airgun of .177 calibre can be bought and owned without restriction.

For larger calibres of any power, the police need to grant permission but this is usually a formality for anyone over 18 and without a criminal record.

Interestingly, though, hunting with airguns in Norway is prohibited but the country has a strong competition-shooting pedigree, including in the Olympics, although much of this involves air-pistol shooting.

FT and HFT competitions are also growing slowly.

Of course, one of the major successes for Norway has been its rifle shooting and, in particular, its skill in biathlon, a winter sport that combines cross-country skiing and rifle shooting and was said to have originated in the country as an exercise regime and as military training. Norway has proved to be one of the most successful countries in terms of winning biathlon medals.

Trading conditions

Norway ranks high among countries with the most guns per capita in civilian hands.

It just missed getting into the top 10 countries ranked by researchers at the University of Sydney, landing in 11th for its rate of weapons owned by civilians. The international database compiled by the researchers with support from the Swiss government determined that at least 1.3 million firearms are held by civilians in Norway, which has a population that is just a little over five million.

It is thought that 484,298 people have gun licences, with around 30 guns registered for every 100 people in the country. Around 10 per cent of Norwegians are believed to have one or more guns in their homes.

It's national hunting and fishing association (Norges Jeger- og Fiskerforbund) sees gun ownership split into three sectors – those with hunting rifles, sport shooters or those with enthusiasm for historic weapons and, thirdly, those holding "civilian defence weapons" and who formed the basis for a volunteer force Debate rising.



TOP WHOLESALE/SUPPLY COMPANIES

Norma AS (Norma ammo, Blaser, Marlin, Franchi)
Magne Landrø AS (Sauer, ATA, Anschütz, Rizzini, Magtech)
Schou AS (Tikka, Sako, CZ, Beretta, Sellier & Bellot)
Nordskog AS (Browning, Winchester, Stoeger)
Våpenhuset Nygård (Sabatti, Meopta)
Jaktdepotet AS (Howa, Steyr, Nikko Sterling)
Våpen-Søilen AS (Ruger, Sportsmatch)
Jakt & Friluft AS (Remington, Leopold)
Winge Våpen AS (Smith & Wesson, Mossberg)
Aspelie's Våpen (Henry Repeating Arms, Barska, Cometa)

TOP RETAIL/CHAIN SHOPS

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Magne Landrø AS
Jakt & Friluft AS
XXL
Pedersen Våpenlager
Winge Våpen AS
Holstad Våpen AS
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Hausken
A-tec
S&L
Sonic

TOP AIRGUN BRANDS

Gamo
Hatsan
Stoeger
Weihrauch
Cometa

ORGANISATIONS

Laws, regulations, hunting proficiency test, open seasons, permission to shoot by the sea and fjords:

Directorate for Nature Management
T: +47 73 58 05 00
E: *postmottak@dirnat.no*
W: *www.dirnat.no*

Permission to hunt on state-owned land, local open seasons:

Directorate for State Forests and Land
T: +47 74 21 30 00
E: *statskog@statskog.no*
W: *www.statskog.no*

Norges Fjellstyresamband
T: +47 22 83 15 35
E: *nfs@fjellstyrene.no*
W: *www.fjellstyrene.no*

Norwegian Forest Owners' Federation
T: +47 22 01 05 50
E: *nsf@skog.no*
W: *www.skog.no*

HUNTING IN NORWAY (GENERAL)

Norwegian Association of Hunters and Anglers
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E: *njff@njff.org*
W: *www.njff.no*

Norwegian Register of Hunters
T: +47 75 00 79 99
E: *jegerregisteret@brreg.no*
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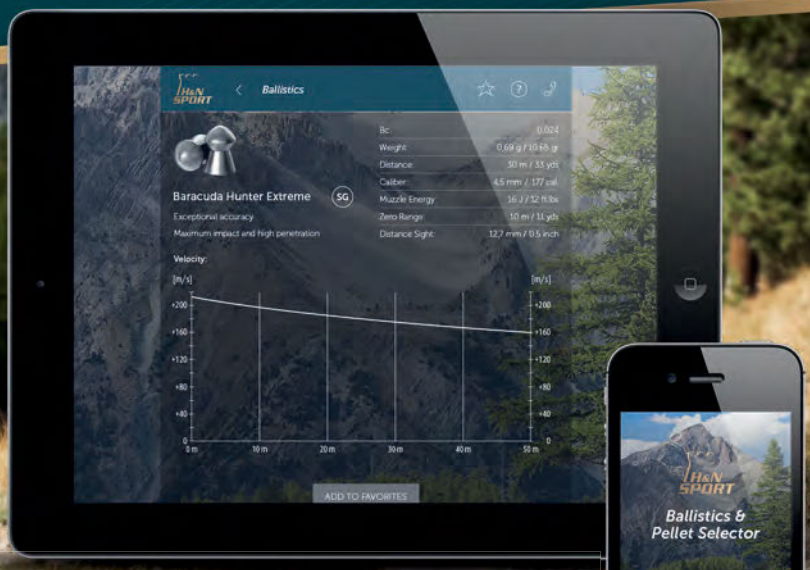
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Merkel adapts to the female form

Hunting rifles are often produced in standard sizes, which typically means "for men". But **Merkel** has unveiled a complete line of contemporary hunting rifles specifically for women.



Designing a gun specifically for women doesn't only mean making it lighter or with a shorter barrel for ease of use.

Rather than design what Merkel thought a lady would want from a rifle, the German manufacturer actually spent many hours watching women shooting to fully understand their requirements.

This resulted in a total rethink of stock development, with special designs for the Helix bolt-action rifle, the K3 single-shot rifle and the B3/4-Line.

The new rifle models are called Lady DS, a play on words in French, using the linguistic consonance of déesse (meaning goddess) and the letters D and S. In fact, even if the new rifles do not promise a divine shooting position, they do offer a considerable aid in achieving it.

Women shoot differently

At the start of the study, it became extremely clear that "90 per cent of huntresses go into their shooting positions differently to their male counterparts," according to master stock maker Ronald Schmidt, who is managing the project at Merkel.

While men bend their heads over the stock in the shooting position and search for the sight line in the front third, the majority of women position themselves much more upright on the back part of the stock.

The clear depression in the stock is made for men, who position themselves further forward. When this 'male' stock is held by a woman, the stock pad clearly protrudes upwards, if she is aiming at the sight line further back.

Ronald assumes that the reason for the upright position is the female breast, meaning the upright posture is down to anatomy. He added that it is simply more comfortable and more relaxed for women to position themselves like this.

He continued: "We suddenly realised that the correct shooting position does not necessarily exist. Instead, there is just a typical male shooting position, for which there is a stock, and a typical female shooting position, for which there is no stock. And so we developed a stock for it."

Women are often a little smaller and also have typical female physiognomy, which argues in favour of a shorter butt stock. However, the stock is not simply just shortened but the wood for these rifles was developed after analysis of the movement of the typical shooting position for different experienced female hunters. The result was a shorter but, above all, straighter stock with little depression and a high comb that virtually extends the sight line horizontally.

Pad in position

All Lady DS rifles enable the eye to come close to the sight line and the cheek to come close to the stock, even when the position is taken further back, as is typical for women.

"And suddenly, the stock pad was where it should be, in the shoulder with no protrusion," added Ronald.

To perfect the effect, he combined the straight stock with a Monte Carlo cheek. In doing so, the stock pad sits deeper than the comb.

Using shortened stocks, a conventional bolt-action rifle breech can be problematic during the reloading process – the bolt comes out the system towards the eye of the hunter.

This is where the Helix shows off its special advantages. During rapid bolt-action firing, the bolt stays in the system thanks to the 2:1 transmission. This allows a very straight and high stock top edge, which at the same time makes the recoil more controllable – and a short stock.

Further DS features include a steeper pistol grip to bring her fingers closer to the trigger and a stock cap with a great cushioning effect to absorb the recoil.

Perfect harmony

At the same time, Merkel paid particular attention to ensure that the harmonious appearance of the stock and its proportions are maintained.

"A stock that has been shortened using a saw can easily appear awkward and the general appearance of the rifle suffers," revealed Ronald.

Many parameters had to be adjusted against each other to develop a Lady DS stock. They are initially measured on a joint rifle that has been adapted to the female hunter, then shaped in plastic materials and finely tuned time and again in discussion with the huntresses. Finally, they were transferred to the CNC manufacturing.

He added: "It is a real first. We have developed a standard stock for the typical female shooting position and in practice it is shown that this type of shooting position with this stock is not detectably worse, maybe even the opposite." GTW

Merkel
W: *www.merkel-die-jagd.de*



> All Lady DS rifles enable the eye to come close to the sight line and the cheek to come close to the stock, even when the position is taken further back, as is typical for women.







Sig Sauer looks ahead **with optics line**

Fresh from its successful launch at SHOT Show, Europeans got a closer look at **Sig Sauer's** high-performance electro-optics during IWA in Germany.

Under the leadership and direction of seasoned veterans in military, law enforcement and sports optics design, engineering, manufacturing and marketing, the US-based firm has released a premium range of riflescopes, battle sights, red-dot/reflex sights, laser rangefinders, binoculars, spotting scopes and enhanced pistol sights.

Andrew York, president of the electro-optics division, said: "We have been developing this for the past year. The owners had a vision to diversify the company into a complete firearms solution, including ammunition, silencers, airguns and optics.

"This line is born from the fusion of electronics and optics and uses revolutionary technology offering revolutionary features."

The comprehensive line-up encompasses several families, each with multiple offerings, all named according to the military alphabet.

The Tango riflescopes have been designed to exceed the requirements of military and law-enforcement customers and tactical long-range shooters and hunters.

While the hunt-ready Whiskey models have been built for hunters and shooters who expect superior optical performance and rugged durability.



All include a free SIG Ballistic Turret, which can be laser engraved to the user's specific ballistics. Easily replacing the existing elevation turret, the SIG Ballistic Turret gives the user a custom adjustment matched to their specific needs.

With its Bravo prism-based battle sights, Sig Optics has reached down to the tactical roots of the company to create an industrial design offering up to 50 per cent greater field of view than comparable narrow-field battle sights.

For the dedicated hand gunner and black gun shooter, the Romeo red-dot/reflex sights offer a multitude of variations to accommodate many firearms. The miniature Romeo1 reflex sight is designed to be slide-mounted on a pistol, and Sig Sauer will offer several of its most popular pistols with the Romeo1 pre-installed.

With the capability to range targets and big-game animals at up to 1,600 yards, the Kilo 1600 Rangefinder with Angle Modified Range (AMR) and auto-dimming illuminated display is a must-have tool for shooters.

Rounding out the line are the Zulu binoculars and Victor spotting scopes, with products for both the tactical gunner and the advanced big-game hunter.

Continental approach

Helping unveil the range at IWA in Germany was Stefan Stossier, the newly appointed international commercial sales representative for the electro-optics division.

He will develop the brand in commercial and hunting markets across Europe, the Commonwealth of Independent States (CIS), and Southern African markets, working with distributors in each territory.

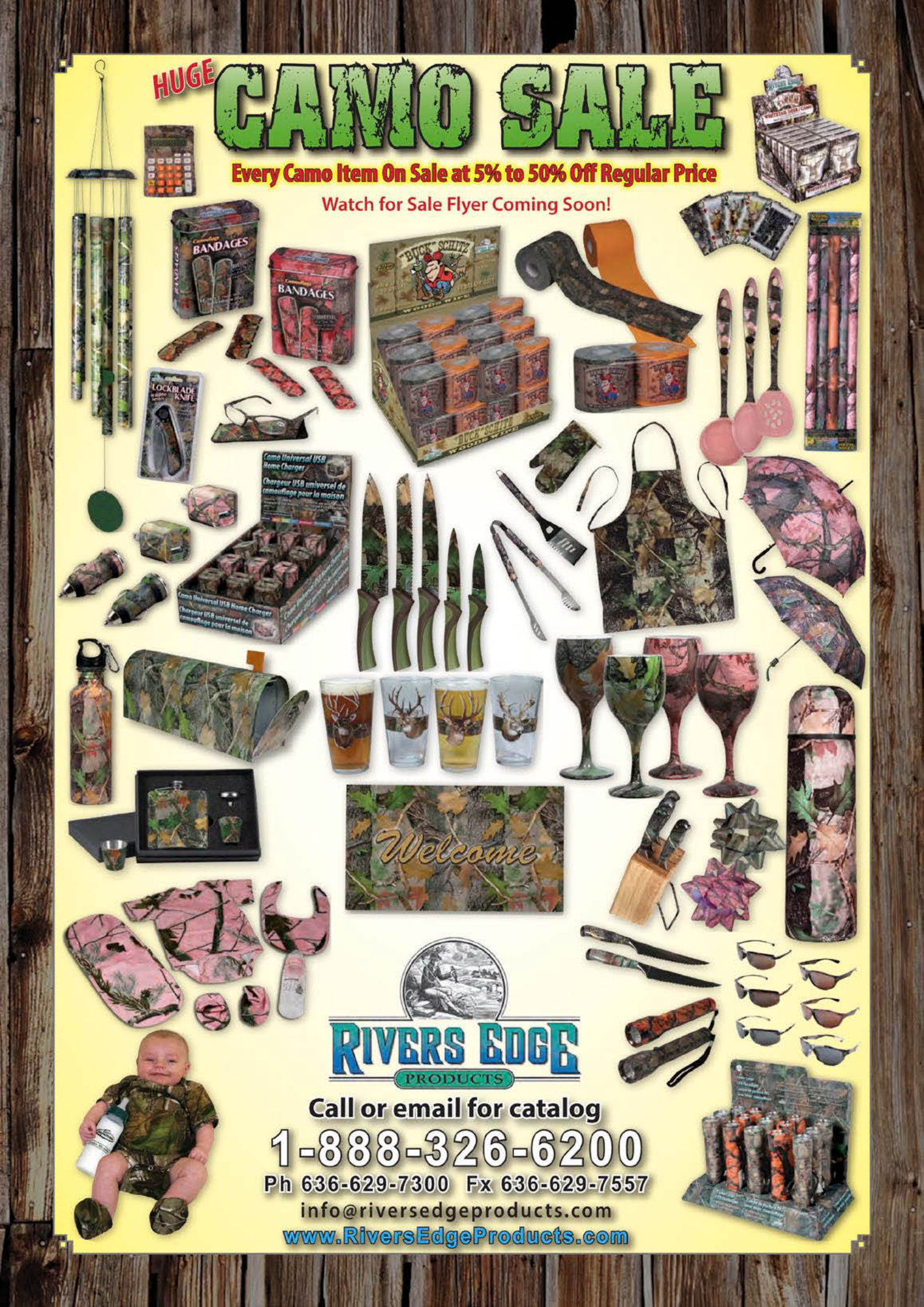
Meanwhile, Can-Design has been appointed marketing agency for these markets, allowing Sig Sauer to partner with distributors in each country and build high-impact, market-specific marketing communications platforms.

Andrew York added: "It is very exciting to have both Stefan Stossier and Can Kadiogullari join the electro-optics team.

"Having worked with both for almost a decade, growing the optics business with strong international commercial distribution partners across Europe, we fully expect to take Sig Sauer electro-optics and our customers to the next level of growth."

The division – comprising numerous leaders from across the optics industry with decades of combined experience – is based in Oregon, USA, and is focused on innovations that expand the definition of sports optics with the power of advanced electronic capabilities. GTW

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Chris heads up the Barrett empire

Chris Barrett, son of rifle pioneer Ronnie, has stepped up to become president of **Barrett Firearms Manufacturing, Inc.** *GTW* found out how the changes strengthen the firm further.

Since Ronnie Barrett launched his now-famous business in 1982, his name has been synonymous with high-quality, large-calibre rifles. Barrett is a family-owned and operated company, with its products used by civilian sport shooters, law-enforcement agencies, the United States military and more than 73 approved countries across the world.

Although Ronnie was the public face, his first love was always designing his innovative products and the family was very much involved in everything that he did.

After Chris graduated from high school in 1996 he started working full time for the company. He and his father then worked intuitively to improve the Barrett products and also began modernising the company.

Chris revealed that he introduced innovative product ideas, brought new equipment to the production process and instituted software like CAD to replace hand-drawn rifle designs.

For the past 14 years he has served as Barrett's lead designer, developing several ground-breaking products, such as the Model 98B, MRAD and REC7. The Model 98B and MRAD received the prestigious Golden Bullseye award as Rifle of the Year from NRA Publications in 2010 and 2012 respectively.





Founder and CEO Ronnie said: "Chris has earned the respect of the people at Barrett by excelling in every role that he has performed.

"As lead designer, he led the initiative to transition Barrett to a lean manufacturing system, improving our ability to deliver our quality products consistently across all categories in our range. We look forward to Chris leading our team to greater success in the years ahead."

Broadening the offering

Chris is widely regarded as the man who expands the firm's range, firstly with the first rifle he ever made, which encouraged the firm to look at smaller calibres than in the past, along with a drive to unveil a more entry-level rifle too.

"I brought in computers and 3D modelling for our designs and, now, the rest of our products have been born from that architecture.

"This has had multiple benefits. A key one is that as the company has grown and become more successful, it got further away from the original ethos, with my father designing fewer guns and concentrating more on running the business.

"Now I have been given the role of president, it means that my father can go back to his creative background and really push ahead with new designs and ideas. It is a truly exciting time."

Not surprisingly, the move into other calibres and platforms has helped the company to expand into more markets around the world.

For example, its 98B fieldcraft rifle has a straight-line design for faster, more accurate shots, is lighter than many of its stable mates and is a completely unique, purpose-built platform for precision long-range shooting and hunting.

Chris said: "We wanted to come up with a rifle that offered precision shooting capability at long range but something that you would want to carry. Most models weigh less than 10lb.



> “I am excited and honoured to have this opportunity to lead Barrett. I have spent my life in this industry and look forward to more opportunities to place the best rifles in the world into the hands of the world’s best shooters.”
>
> Chris Barrett, president of Barrett Firearms Manufacturing, Inc.

“It fits most people’s lifestyles and shooting disciplines while also representing great value.”

He added: “I am excited and honoured to have this opportunity to lead Barrett. I have spent my life in this industry and look forward to more opportunities to place the best rifles in the world into the hands of the world’s best shooters.

“The changes mean that Barrett will continue to grow, doing the things that it has become well-known for – offering the best of good old-fashioned creativity combined with new technology.” GTW

Barrett Firearms Manufacturing, Inc
T: +1 615 896 2938
E: *mail@barrett.net*
W: *www.barrett.net*





Hawke Sport Optics unveils rebrand

Sports optics name **Hawke** has undergone a total brand review, officially launching it at IWA in March.

The new brand identity and complementary website will support Hawke's evolution to a leading sport optics manufacturer at the forefront of optical performance, with class-leading innovation and design.

Press, trade and clients had the opportunity to discuss the new product range, catalogue and image with the Hawke team during the IWA show.

Following the European unveiling, the Hawke brand will be introduced to the UK market from May 1st and to the USA in late summer.

Leading the way

With the introduction of this new look, Hawke is launching a range of exceptional new products, as well as realigning the complete line of sport optics to ensure they are easily defined for all market segments.

The collection, to be released throughout the year, will include enhanced products such as the Panorama and Endurance, with patented features unique to Hawke, plus a brand-new range including Frontier and Vantage.

The updated brand identity reflects Hawke's commitment to provide the very best optics in accuracy, strength and precision with iconic design, exceptional engineering and unrivalled craftsmanship.

The website – *www.hawkeoptics.com* – which launched in March, has been designed to increase Hawke's online presence and help to communicate the brand to current as well as prospective customers.

Commenting on Hawke's rebrand, chairman Paul Walker said: "It is important that Hawke retains its established values but at the same time develops a new and modern identity; the rebrand will ensure that we get the right message out there.

"We feel that it's important to let people know what Hawke stands for and our new tagline 'Vision Accomplished' signifies the commitment to quality products."

Export sales director Liam van Tuinen added: "This is an exciting time for Hawke as we have continued to grow as a company, introducing more countries to the Hawke family.

"We feel that during our time of growth it's right to invest further into our marketing strategy so creating an even stronger brand presence.

"We have worked closely with our customers to develop products and a brand identity that represents what Hawke is about, which is ultimately a superior product that our customers enjoy.

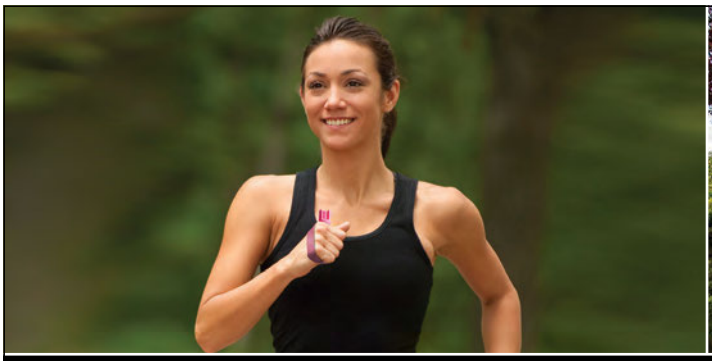
"The rebrand and launch of the website represents our ambitions and shows how the company has evolved to become a leading optical manufacturer."

For more than 30 years Hawke has been providing innovative, benefit-rich products to sporting men and women in over 40 countries around the world.

The UK-based firm offers a complete line of sports optics from rifle, crossbow, shotgun, black powder and airgun scopes, to binoculars, spotting scopes and accessories.

Hawke is sure to have a product to suit your needs, placing a premium on innovation and devoted to outstanding customer service. GTW

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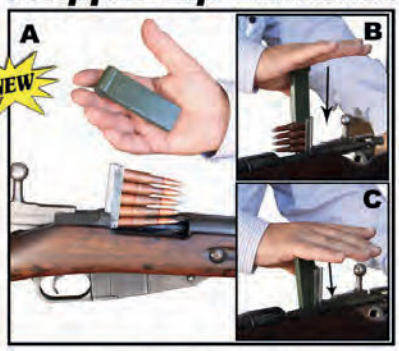
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Merchandising to women

Patrick Shay, the director of retail development at the National Shooting Sports Foundation, opens his retailers' toolbox to help you sell more to female shooters.

"Women want a positive and productive shopping experience and generally look for products that fit and are comfortable to use."

So say champion shooters Randi Rogers and Julie Golob at the 2015 SHOT Show, in response to the question: "What do women want when shopping for shooting products?"

That was just one of the many great tips they provided at the show, as they spoke to retailers at a press conference designed to provide them with the tools to capture a larger share of the ever-growing women shooters' market.

Throughout their training session, the pair spoke about preparing your store for women customers, stocking your store with the products that appeal to women shooters and, finally, offered a number of marketing tips to bring more women shooters into today's firearms retail stores.

Store setup

Let's start with the first thing your customers will notice – the store interior. Is your store well lit and well organised? Take a few minutes and see if your store is neat and orderly. It also has to be clean!

There isn't a competitive shooter out there who won't dive into mud to shave a few seconds off their stage run in a 3-Gun or IPSC match, but they don't want to get dirty just shopping in your store or see products and shelves covered in dust.

Do you have products that are designed for women all in one easy to find location, rather than scattered here and there or hidden away in a corner?

Concentrating the gear intended for women in one prominent place is a great way to let the women shooters who are potential customers know that they are welcome in your store and that you have taken the time and thought to create a special section that is specifically for them.

Women shop differently...

What about staffing? Does your staff have the knowledge to be able to fit holsters and gun stocks to women?

Great sources for information on these subjects – crucial to making successful sales that don't send a woman shooter home wondering how she managed to buy a gun or holster that doesn't fit and is uncomfortable – are your sales reps and vendors.

Most sales and factory reps will be happy to come in and conduct training on the features of a particular product line, including how best to fit them to both women and men.

A further note on your staff: Most women shop differently from men. Women want to ask questions about a product and take time to digest the information. It might take several trips and several sets of questions before your female customers are willing to buy.

Your staff needs to be warm and welcoming and prepared to start a dialogue with these customers. Stress that dialogue works both ways: it's not just about talking, but about listening.

Train your staff to listen to female customers asking questions without making the assumptions that they don't know anything about firearms.

Asking questions is how women shop. They look at labels, ingredients, where the product was made and then they ask questions about these things.

When your staff takes the time to answer such questions in a positive, customer-service-oriented manner and without condescension, that extra time will, in the long run, produce a loyal customer base that will advocate for your business.

Answering questions about products is just part of increasing your customer base of women. To do that, you have to stock products they want in the first place.

Are the products you carry designed specifically to fit women? Not just the firearms (and please not just pink!) but do you have stocks, clothing, grips and holsters that are designed for women?

I know there is nothing worse for my wife than for her to pick out a new handgun and then find the store doesn't have the right holster and belt for her to be able to carry it – do that to her and she'll be shopping somewhere else.



Take the time to review your offerings and make sure they match the customers you currently have as well as the ones you would like to attract. If you simply are unsure about what sizes and models are best, again, ask your sales reps.

Marketing to attract women

With the correct mix of products in your store and displayed properly – and your staff trained and up to speed on how to sell them – it's time to work on marketing designed specifically to draw women into your store.

Studies have shown that women respond very well to women-only events. So how about hosting women-only training events for first-time firearms buyers. Have women-only shooting-league nights. Partner with your sales reps to host an evening event to showcase new products designed for women.

A combination of these efforts and a calendar of regularly scheduled events will let your women customers know that you are responsive to their needs, that you are actively seeking them as customers and that you truly have an interest in what interests them.

A little effort, planning and training can pay off big as you welcome in new shooters. Best of all, these practices can easily work to increase sales and loyalty with all your customers – what customer doesn't respond to a warm, welcoming smile, a store that is neat and orderly and a business that works to hold events designed to meet their interests and needs? GTW

Note: *A special thanks to Randi Rogers and Julie Golob for providing this material, their continuing efforts to support the industry and for their willingness to share their expertise with retailers.*

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Blaser



Blaser's success is wholly organic

The success story continues for gunmaker **Blaser**. Its belief that the natural world had it right all along sees it combine ergonomic perfection with the soul of elegant Caucasian walnut.

The R8 Success represented a quantum leap forward in both design and functionality, thanks to a design team that not only understands rifle design but also must have the passionate heart of a hunter.

When perfection in design was achieved the team turned to nature for its next inspiration. Stringent technical requirements were now being applied to the simplest of organic materials – wood.

The challenges were apparent but so was the ingenuity of the designers. To ensure that no stress is created between the receiver and the wood, a clever metal sub frame was concealed inside the stock, thereby guaranteeing decades of worry-free use.

To underscore this modern classic, exotic ebony wood was carefully selected to accent the forearm tip and the pistol-grip cap. Wood grade 4 and 7 has been selected for the initial offering of the R8 Success.

The result speaks for itself in the latest member of the R8 family. Now the wood aficionado in all of us can experience not only the soul that comes from elegant Caucasian walnut but also the increased accuracy due to the relaxed ergonomic perfection found in the Success rifle.

Size does matter

Long-range-shooting enthusiasts and hunters will agree that size does matter. While the targets are different the requirements are the same and in April the .338 Lapua Magnum will be available for the R8!

The .338 Lapua Magnum displayed superior qualities for trajectory and down-range bullet penetration without the erosion of the barrel found in other high-velocity calibres. The specific demands of the calibre did, however, present challenges that many manufacturers could not overcome.

However, Blaser's relentless passion to refine hunting equipment and to offer the broadest calibre selection to shooting enthusiasts and hunters alike, led to the modification of R8 magazine/trigger housing to easily accommodate the .338 Lapua Magnum.

To maximise the performance characteristics of the calibre, Blaser selected a 27in (68.5cm) barrel length, allowing for optimum balance and weight distribution.

In addition, the unique receiver-less design of the R8 makes it significantly shorter than other rifles with the same barrel length, ensuring it is extremely 'huntable'.

Now the options are limitless. Whether it's a Professional Success stock for hunting or a GRS stock for a weekend competition, shooters can simply select their optional barrel profile, with or without a Dual Brake recoil reducer. Why not add the latest ultra-lightweight Blaser carbon bipod too? GTW

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Truly lightweight Sharps from Pedersoli

Following the outstanding success of the Sharps 1859, 1863, 1874, 1877 and Bench Rest, Gardone-based **Davide Pedersoli** announces the launch of its Small Game and Little Betsy models.

By G Tansella and A Wicks



We have frequently claimed that one of the most difficult aspects of producing replicas of famous firearms is to respect its raison d'être.

In most cases, and in particular that of the Sharps line of products, Pedersoli has not only respected this criterion but can be said to have improved it.

The company produces many models of the Sharps, which are 100 per cent faithful to the original design, as well as having reinterpreted the formula for the 1874 to manufacture original products, which are also modern and suited to an ever-wider client base.

Traditional quality

With the Sharps Little Betsy and Small Game, it has models designed for those wanting a compact and lightweight firearm.

Although produced from the semi-finished forged breeches of the Series 1874, these are finished differently to give a more rounded and smooth shape and an overall reduction in mass.

The premium-grade match barrels have also been shortened and reduced in diameter.

Fans of the classic Sharps made by Davide Pedersoli need not fear about the "reinterpretation and rejuvenation" of these rifles because the philosophy of the factory in Gardone has always been to respect the traditional aesthetics of the original and ensure very high standards of quality of its end products.

From a manufacturing point of view, both the wooden and metal components have all been carefully selected from raw and semi-worked blocks and products and then skilfully cut, shaped, polished and finished.

The metal alloy of choice is PR80 steel, selected for its ease of being worked and its thermal properties, which after heat treatment greatly improve its tensile strength.

The other mechanical components, after being cut from forged ingots and worked on by CNC (computer numerical control), are then finished by artisans and married to the wooden components made from carefully selected American walnut.

There is a large range of calibres from which to choose – the Sharps 45-70 ranges from the economical .22LR to the fast .17HMR and the .22 Hornet to the versatile Winchester .30-30 and the .38-55.

The percussion and extraction systems vary between the rimfire, which reflects the original Sharps Bench Rest design, and the centrefire calibres that faithfully replicate the original American design.

Full of character

The main characteristics of the Little Betsy are its diopter sights and its double set triggers. The natural fields of use of this 3.2kg heavy rifle are undoubtedly hunting and accurate target shooting up to 100 metres, where it can hold its own even against its heavier-barrelled ancestors.

Designed specifically with hunting in mind, the greatest strength of the Small Game is its overall simplicity. It has a single trigger, not double set; an adjustable rear leaf sight and a simple foresight. On the receiver, however, lines have been incorporated so that a rear diopter sight can be mounted.

In view of its intended hunting use, the break-action lever system has been designed to reduce the chance of accidentally breaking open the rifle.

A further noteworthy point is the price, which has been set so that it can compete well in the market for younger people wanting a robust and well finished lightweight rifle that is as at home on a shooting range as it is when used to hunt small game. GTW

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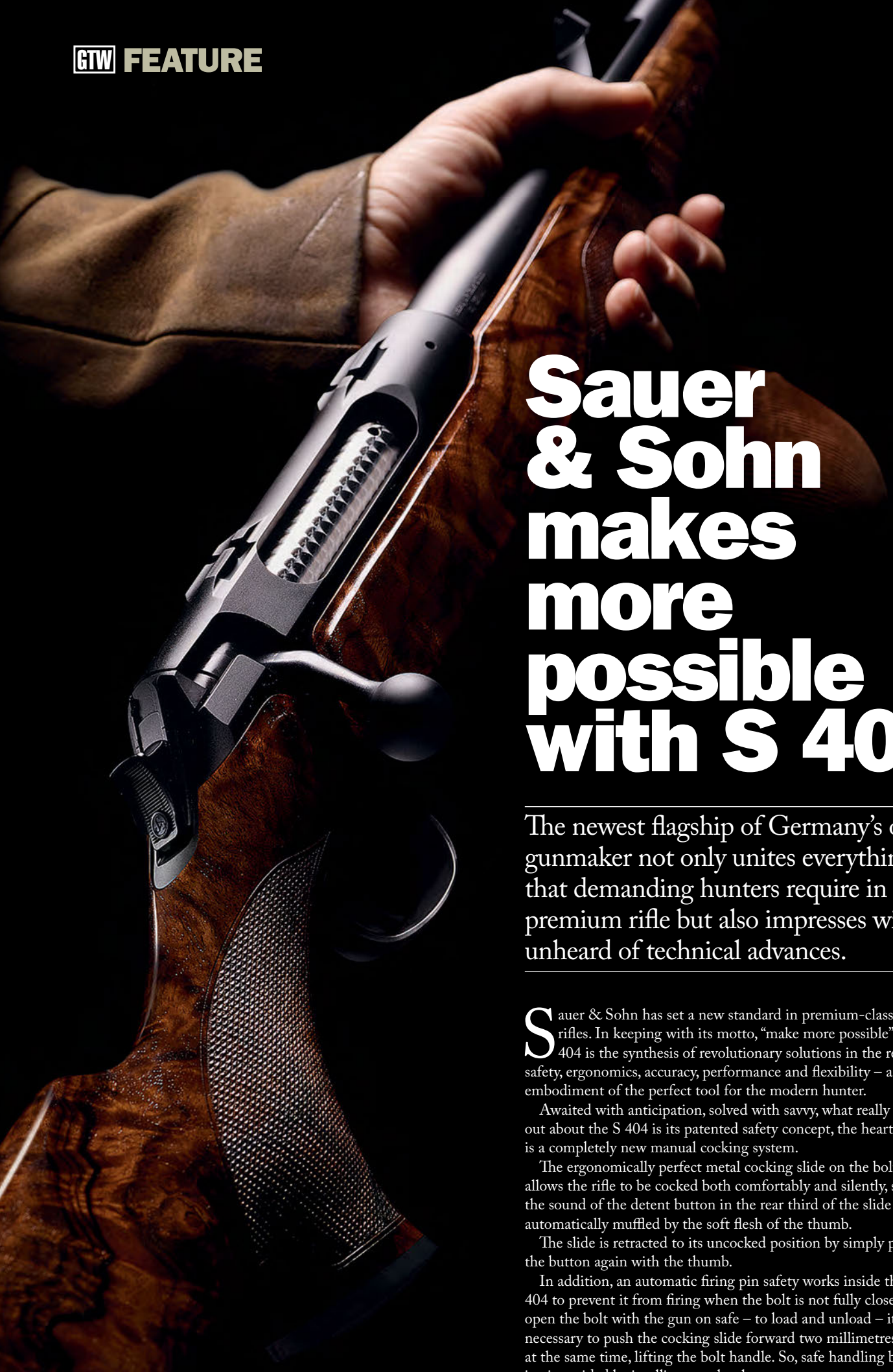


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Sauer & Sohn makes more possible with S 404

The newest flagship of Germany's oldest gunmaker not only unites everything that demanding hunters require in a premium rifle but also impresses with unheard of technical advances.

Sauer & Sohn has set a new standard in premium-class hunting rifles. In keeping with its motto, "make more possible", the S 404 is the synthesis of revolutionary solutions in the realms of safety, ergonomics, accuracy, performance and flexibility – and the embodiment of the perfect tool for the modern hunter.

Awaited with anticipation, solved with savvy, what really stands out about the S 404 is its patented safety concept, the heart of which is a completely new manual cocking system.

The ergonomically perfect metal cocking slide on the bolt shroud allows the rifle to be cocked both comfortably and silently, since the sound of the detent button in the rear third of the slide is automatically muffled by the soft flesh of the thumb.

The slide is retracted to its uncocked position by simply pressing the button again with the thumb.

In addition, an automatic firing pin safety works inside the S 404 to prevent it from firing when the bolt is not fully closed. To open the bolt with the gun on safe – to load and unload – it is only necessary to push the cocking slide forward two millimetres while, at the same time, lifting the bolt handle. So, safe handling becomes instinct aided by intelligent technology.









> The Elegance makes a sovereign statement in noble walnut of Grade 5 and above while the Synchro XT offers maximum ergonomics with its thumbhole stock and adjustable comb.

It all adds up

A key highlight of the S 404 is the revolutionary Sauer Quattro trigger system. With the help of the integral SUS universal key, the shooter can now choose between four trigger pull weights in seconds.

Regardless which setting the hunter chooses, the Sauer Quattro boasts a trigger characteristic said to give new meaning to the term 'bone dry'.

From the ultra-precise long-distance shot at the target range or up a mountain slope to the drive hunt in freezing weather, there is a setting for every situation. The finishing touch is the ability to fit the trigger to the shooter's hand.

With an 8mm (0.3in) adjustment range for length of pull and a left-to-right swivel range of five degrees, it guarantees each shooter optimal contact while the curved extra-wide grooved trigger blade ensures that the trigger finger finds a comfortable position with ease.

The newly conceived and patented SUM (Sauer Universal Mount) offers a low build height, superior stability and 100 per cent return to zero.

The mount base is milled into the housing of the S 404, ensuring the highest level of strength with the smallest possible tolerances.

In addition to adjusting the trigger pull weight, the SUS universal key also allows for lightning-fast disassembly of the rifle.

Replacement of the stock and barrel can be carried out in less than a minute. The removable bolt head provides an added plus in flexibility – the hunter can shoot all available calibres with a single rifle.

Even the jump from standard to Magnum is no problem: simply swap out the bolt head to transform the S 404 from a .30-06 for local hunting to an uncompromising buffalo stopper in .375 H&H Magnum in two easy steps.

Not counting the stock, the S 404 has 112 individual parts, 111 of which are metal. Indeed, only the magazine follower is made of polymer.

The Sauer 404 is available in four variants. The Classic version is presented in a tasteful walnut stock, while the Classic XT scores with a polymer stock complete with Soft Touch coating and elastomeric grip panels.

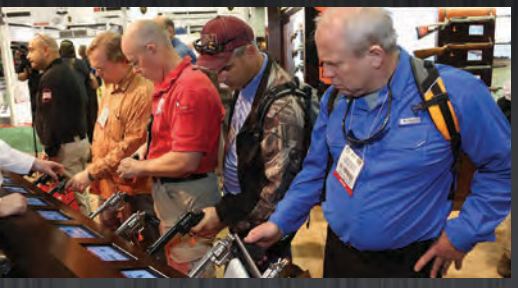
The Elegance makes a sovereign statement in noble walnut of Grade 5 and above while the Synchro XT offers maximum ergonomics with its thumbhole stock and adjustable comb.

All models feature a jewelled bolt and Maglock magazine safety as standard equipment. The practical Maglock allows the shooter to lock the magazine release so that the magazine cannot be lost during a hard stalk. GTW

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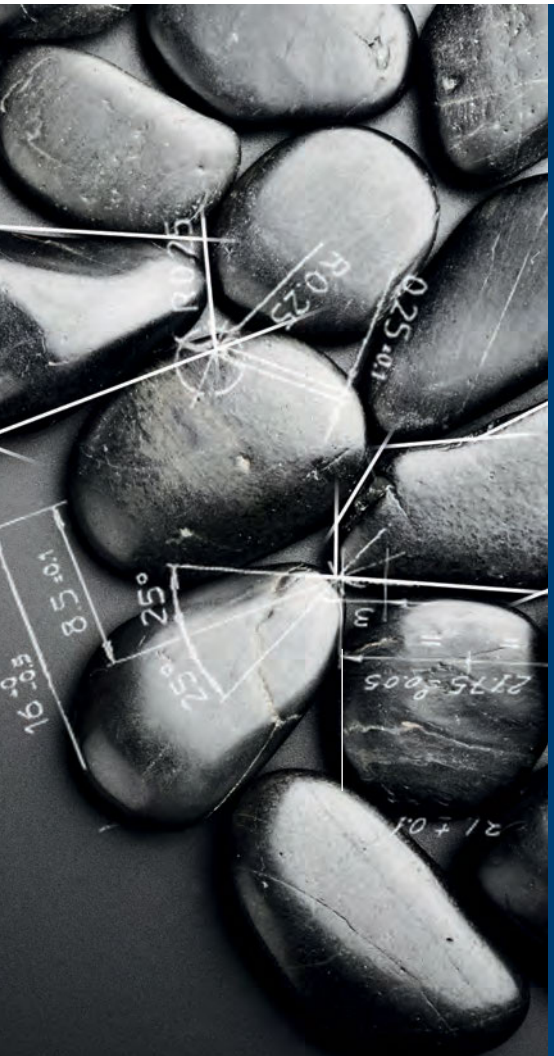
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Giant leap forward for European business

It's been a little over two years since American scope and accessory giant **Leapers** set up a European operation. But that's just the start…

Over the last 20 years or so, US hunting, shooting and sporting goods manufacturer Leapers Inc has become a major player in the American market.

So it was perhaps no surprise a couple of years back when this forward-thinking company unveiled a sister operation to handle the European market, while also developing products specifically for these buyers.

Located just outside Frankfurt, the UTG Europe facility (named after its UTG brand) has been helping Leapers continue to look after its customers 'across the pond', recommending items, answering queries, ensuring prompt delivery and, crucially, designing items for European customers.

Now with access to the company's entire range, along with its own European-style products, it seems that the whole market is being well served… and there is more on the horizon.

Making a difference

UTG Europe MD Marcus Hilka said: "We all know that hunting is different in Europe compared with the USA – for example, people hunting boar here do so in lower light. That darker environment means that the reticle on some of the scopes needed changing.



UTG Europe MD Marcus Hilka says the operation works well.

"The key phrase for us is localisation and that means support and service from here for our partners, making things easy and quick.

"But we also benefit from the fact that we are based close to the rest of the optics manufacturers in Germany; suppliers of other items vital to optics production are nearby.

"The whole company is technically driven too – the new reticles we have are a worldwide platform so they are available to customers in both Europe and the USA."

From Leapers' point of view, the idea not only made sense initially but it continues to gather momentum.



The European facility is based near Frankfurt.

Owner David Ding explained: "In general, we can say that our investment has been paying off in terms of product manufacturing and design.

"I feel we are now much better prepared to provide a great operation for our customers and there has been a lot more recognition of our products in Europe.

"Localisation is very important. We have to listen to our European operation and respond to what it is telling us – the scope reticle example is a good one. Our first focal plane scope has been developed for the European market too."

And David is keen to stress that the European operation is not just a warehousing facility but has so much more to offer.



Many products have been redesigned for the European market.

He revealed: "The Frankfurt facility is not just about order fulfilment to Europe, we want it to be a place where we can offer, say, scope repairs and servicing; somewhere we have knowledgeable people to give advice and help out with customers' requirements.

"We have to not only listen to our customers but be their voice too when it comes to developing products – that is key to our success." GTW

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01

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It provides a simple solution to turn most water bottles into an eye-wash device in just three steps and is ideal not just for pepper sprays but other contaminants too – keep it in police cruisers, ambulances, fire trucks, homes, offices and workshops.

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W: www.sabrered.com

02

Norica
Dragon GRS Evolution

Using Norica's Gas Ram System (GRS), the Dragon is the latest addition to the Spanish airgun firm's portfolio.

It boasts an ambidextrous and anti-shock fibre stock complete with ventilated rubber recoil plate.

There is checkering on both the pistol grip and the forend and the gun also includes an automatic safety.

Complete with an anodised aluminium bull barrel, it comes in either .177 or .22-calibre models and there is even the option of including a 4x32 AO Magnum scope.

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03

Lyman Products
Pro-Touch 1500 Scale

With a large, touchscreen display and easy-to-read $^{7}/_{8}$in-tall numbers and full-size control buttons, this reloading scale is accurate to +/– $^{1}/_{10}$ grain over its full 1,500-grain capacity.

The dual spout powder pan allows for easy use by either right-handed or left-handed reloaders and there's a removable dust cover.

It operates with either the supplied AC power adaptor or with three AAA batteries.

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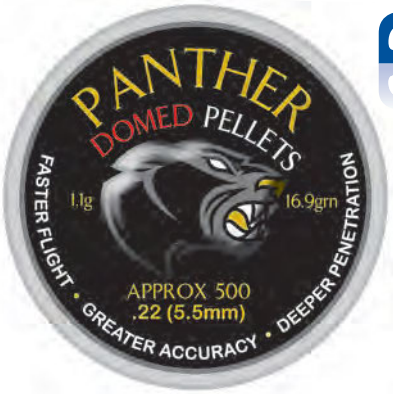
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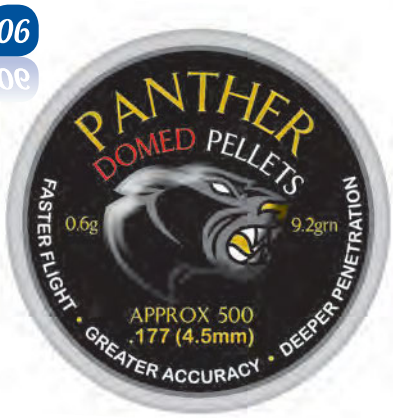
04

05

MAKING CONTACT



06





07

04

EKA
Swede T9 Knife

This heavy-duty tactical folding knife has a unique rear locking bar that creates a positive blade lock and a comfortable grip for ultimate performance.

The black oxide-coated blade with a Tanto design is suitable for all kinds of operations, while the G10 handle is lightweight.

Assembled with precision machine screws, this allows the user to fine-tune the blade action and completely disassemble it for cleaning.

There's a lanyard hole with a parachute cord to avoid dropping and a pocket clip. A fire steel/sharpener is also included.

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W: *www.eka-kniver.se*

05

Sun Optics USA
Low-Profile AK Scope Mount

To accompany the popular "AK saddle" scope mount that Sun Optics USA produces, it now has a low-profile, full Picatinny rail scope mount, the SM-8602.

The scope simply attaches to the rear stock screw and pins to the rear sight with no gunsmithing required.

As with all Sun Optics USA scope mounts, these are produced from lightweight aircraft aluminum and include all mounting hardware – no gunsmithing required.

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06

AIRFORCEONE
ProVALUE Panther Pellets

ProVALUE is a suite of products that includes air rifles, pistols, and now pellets that all focus on offering professional features and specifications, coupled with value for money. Available in .177 and .22 calibres and a choice of either domed or pointed heads, the Panthers are clean, consistent and ballistically efficient to achieve faster flight, greater accuracy and deeper penetration.

They are of above-average weight at 16.9 grains in .22 domed and 9.2 grains in .177 domed variants – but the 'heavy metal' model, the ultimate hunting pellet, weighing in at 21 grains, tops off the collection.

The Shooting Party
T: +44 1543 480361
E: *mike@the-shooting-party.co.uk*

07

Swarovski Optik
EL Binoculars

The EL range is said to have redefined hunting equipment – and is now doing so for a second time.

Thanks to state-of-the-art optics and precise measurement functions, the essential prerequisites for successful hunting are now combined in a single device.

The binoculars have been further enhanced based on the experience gained from daily use, offer innovative features, and have been perfectly designed down to the smallest detail – optics, design and ergonomics are in perfect harmony with each other.

Comfort and functionality have been taken one step further in the FieldPro package. The EL Range 8x42 and 10x42 will be available from April.

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08

09

MAKING CONTACT



10



11

08

ASG
TAC6 Airsoft Rifle

The latest CO_2-powered airsoft rifle from ActionSportGames is the TAC6 (Tactical Adaptive Carbine).

This entry-level airsoft gun gives the novice player the opportunity to try his or her skills at the fine art of precision shooting, while experienced players will also enjoy features including the full-length Picatinny top rail for optics and accessories, built-in rubber pad on the stock and mounting bay for a laser unit (where allowed).

Included is the new EVO removable fixed sights with a self-illuminated fibre-optic front bead and a foldable polymer bipod for more stable shots.

ActionSportGames A/S
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E: *sales@actionsportgames.com*
W: *www.actionsportgames.com*

09

Marushin
Nambu Airsoft Pistols

After its 8mm version, Marushin has launched the Nambu 14th year pistols in 6mm calibre, with two more models.

Model A has a knurled charging handle that allows a better grip to stop your hand slipping when charging the gun. Model B boasts an enlarged trigger guard, allowing fast access to the trigger even with gloves.

Both versions have the safety on the slide and metal bodies with ABS gun-grip covers. Because of their large magazine capacity – 14BBs – you can use them on the "battlefield" without being at a tactical disadvantage.

Both replicas have typically Japanese attention to detail and unique serial numbers.

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T: +40 757 089 443
W: *www.airsoft.ro*

10

Barnett
Brotherhood Crossbow

The Brotherhood boasts a draw weight of 160lb and can deliver 109ft/lb of energy, shooting an arrow at 350fps. It weighs just 7lb and is 35¾ inches long and 21 inches wide. The power stroke is a short 13½ inches, less than most crossbows and easier to cock.

It has a lightweight composite stock and CNC machined $^{7}/_{8}$in Picatinny rails, plus finger reminders for shooting safety and pass-through foregrips, along with the company's proprietary Crossfire string and cable system.

There's also a magnesium STR Riser and high-definition camou pattern, while the package includes a 4x32 multi-reticle scope and a quiver with three 20in Headhunter arrows.

Barnett Crossbows
T: +1 727 234 4999
W: *www.barnettcrossbows.com*

11

KAHLES
Helia 5 1.6-8x42i Steel Edition

Thanks to its compact dimensions and universality, the Helia 5 1.6-8x42i is perfect for beautiful hunting guns. Hunters who use fine guns need scopes designed to suit their rifles perfectly, both aesthetically and in terms of performance The Helia 5 1.6-8x42i steel edition offers exactly these characteristics. The optical strengths are primarily close and medium-range shooting, plus a wide, high-contrast field of view of 25.5-4.9 m/100m, a true 5x zoom and an objective lens diameter of 42 millimetres, combined with high twilight performance and the tried-and-tested 4-Dot/G4B reticule with the Kahles automatic light system, make for ideal all-round features.

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Streamlight to the rescue with tactical light

Streamlight Inc has introduced the Sidewinder Rescue, a slim, lightweight tactical light that also functions as a personal distress marker for use in water rescues and other emergencies.

MAKING CONTACT



The versatile Sidewinder light provides four modes and a strobe in a single light, which meets the commercial CID A-A-59176 standard for water rescue.

Its 185-degree articulating head also features a "slide-in-place" diffuser that projects omni-directional light that can be seen from any viewing angle.

Streamlight president and CEO Ray Sharrah said: "This latest version is not only versatile but potentially life-saving, with its omni-directional feature that permits users to be seen from almost anywhere.

"It provides four LED colours, multiple intensity levels and a strobe, giving military personnel all the tools they need for a distress marker, and avoiding the need for filters that can be lost or broken."

The Sidewinder Rescue boasts a white C4 LED that offers 55 lumens of bright, white light, 1,175-candela peak beam intensity and a 69m beam distance.

The light also includes a 5mm infrared LED for covert-operation use; a blue LED for alerting friendly forces and distinguishing its strobe feature from ground fire, plus a green LED to help preserve night vision.

Each of the lighting modes provides four intensity levels and a strobe mode that operates at 100 per cent intensity.

When operated with two AA alkaline batteries, the light delivers more than 100 hours of run time on the low output level for the white C4, 150-plus hours for the blue and green and more than 200 hours for the infrared.

On high, the white C4 provides five-and-a-half hours of run time, the blue and green 16 hours, and the infrared 24 hours. Run times in strobe mode range from 10 hours on the C4 setting to 40 hours on the infrared.

The light also accepts lithium AA batteries for extended operation in extreme temperature environments.

The light's compound On-Off mode selector switch ergonomically separates the On-Off, dimming, strobe and LED-selection functions.

A rubber dome actuator and four-position pull-to-turn locking rotary selector knob with an infrared tactile indicator offers easy operation, even with heavy gloves, and prevents accidental mode changes. It also features an unbreakable polycarbonate lens with scratch-resistant coating.

The Sidewinder Rescue measures 4.65 inches long and weighs 5.02oz with the included alkaline batteries (4.38oz with lithium batteries).

It boasts a high-impact, super-tough nylon case for exceptional durability and weather resistance.

With O-ring and gasket-sealed openings, it is rated IPX7 and is waterproof to one metre for 30 minutes.

The Sidewinder Rescue comes in multiple configurations, including one that features a paracord lanyard and a MOLLE retainer. It has a lifetime warranty too.

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Terra 3x 2-7x32

MAKING CONTACT

Zeiss comes down to earth with Terra launch

Comprising three new riflescopes and two new binoculars, the Terra line is the new contribution to hunting from optics expert **Zeiss**.

Positioned below its Victory and Conquest ranges, this Zeiss product line was introduced at the IWA OutdoorClassics exhibition in Germany in March.

According to Tim Castagne, vice-president and sales manager at the sport optics division: "The Terra products are optimal entry-level optics. We offer a complete line of unique products in the €500 price range. Victory still stands for unparalleled, leading-edge optics and innovation, Conquest for the latest riflescopes and binoculars and Terra now for proven optics as a doorway to the world of Zeiss."

The optics, which were originally focused on the needs of the US market, deliver a comprehensive selection of features.

Zeiss Terra ED binoculars are available in 8x42 and 10x42 models and impress with their extremely robust and compact design.

Its waterproof, brand-name optics make them suitable for all weather conditions. These binoculars deliver high-quality contrast and detailed images thanks to the use of ED glass from Schott.

The hydrophobic Zeiss multi-coating also ensures clear images, even in a contaminated, wet environment.

Three models of the Terra 3x riflescope (2-7x32, 3-9x42 and 4-12x50) will be available to hunting dealers. They offer good optical performance coupled with a robust design and ease of use and boast the US-typical 1in (24.5mm) centre tube diameter and ¼ MOA click adjustment: ¼ MOA corresponds to 0.7 centimetres per click at 100 metres. The riflescope comes with the internationally standard Z-Plex reticle.

The Terra line was introduced in the USA two years ago. Due to its success there and the strong demand around the world, Terra 3x riflescopes will now also be available to the international market as the doorway to the world of Zeiss.

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MAKING CONTACT

Benjamin takes leash off its Bulldog airgun

Benjamin Airguns, the premium hunting brand of Crosman Corporation, has taken the lead on what's expected from an airgun with its big bore, the Bulldog .357 air rifle.

Lighter, more manoeuvrable and featuring over 30 inches of rail space for accessorising, Crosman's Bulldog is lethally effective on predators, large hogs, trophy whitetail and, as professional hunter Ian Harford has proven, even African-plains game.

The Bulldog is offered in a bullpup configuration that allows for an overall length of only 36 inches and a weight less than 8lb and it boasts a specially created Benjamin SoundTrap, a trapezoid-shaped shroud designed for big bore sound suppression.

Crosman's vice-president of marketing, Jennifer Lambert, said: "We created the Bulldog to respond to the growing demand for more powerful, higher-calibre airguns.

"The Bullpup style allows us to give hunters that power, but still offers maximum balance and manoeuvrability."

By moving the breech rearward, the barrel length necessary to generate large-game-capable power is preserved while reducing the overall length for balanced handling.

Today's trophy hunters outfit their rifles with a range of optics, cameras, night-vision gear and bipods. The Bulldog can accommodate all of these and more, with 26 inches of Picatinny rail above the barrel and 5½ inches below the muzzle.

An all-new five-shot magazine design is easier to load and provides visual confirmation when full or empty. The flush fit into the stock means no interference when aiming.

An efficient side lever bolt enables a single cocking motion, providing quick follow-up shots, and a crisp, two-stage trigger delivering the predictability that hunters demand.

The side-mounted pressure gauge is conveniently located for reading during filling and for monitoring while in the field. It also includes standard sling posts for easy carry.

Professional hunter Jim Shockey added: "The Benjamin Bulldog is a versatile, accurate and affordable option for hunters interested in the challenge of airgun hunting. The range of game that can be taken with the Bulldog will have you hunting all year long."

It's said to be capable of delivering consistent five-shot groups of nearly 800 feet per second (FPS) and with a 200ft/lb of energy when using the Benjamin eXTREME airgun 145gr hunting bullet by Nosler. Shooters can expect up to 10 usable shots on a single charge.

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MAKING CONTACT

Military-inspired Wolfhound for all shooting

Whether long-range or close-range shooting, the **Sightmark** Wolfhound 6x44 has it covered effortlessly.

Shooters can hunt down their target with speed and agility, thanks to the all-new military-inspired Sightmark Wolfhound 6x44 prismatic weapon sight.

Designed for quick target acquisition on an AR platform, this device features an advanced horseshoe-dot reticle to compensate for bullet drop and an impressive 2.8in eye relief – longer than most on the market – for a natural, comfortable shooting stance.

The reticle is ballistically matched to .223, 55 and 62 grain, with holdovers from 300 to 900 yards.

Sightmark's Tim Hewitt explained: "The Wolfhound 6x44 is equipped with a five MOA central aiming point for precision long-range shooting and a 7.5 MOA outer circle for flawless close-range shooting, making it the ideal optic for the experienced shooter wanting to make their mark.

"We're proud to make this unique product available to our customers."

The Wolfhound 6x44 yields a fixed-power prismatic optical design, keeping the object in focus at 10 yards or more.

Safe from impact and fully submergible, the rubber-armoured device is 100 per cent waterproof, dustproof and shockproof.

The weapon sight features an all-aluminium Picatinny mount, ensuring secure attachment with every shot fired.

The built-in Picatinny rail on top allows for additional optics such as the Sightmark Mini Shot Reflex Sight or other compact red-dot sights to increase short-range accuracy.

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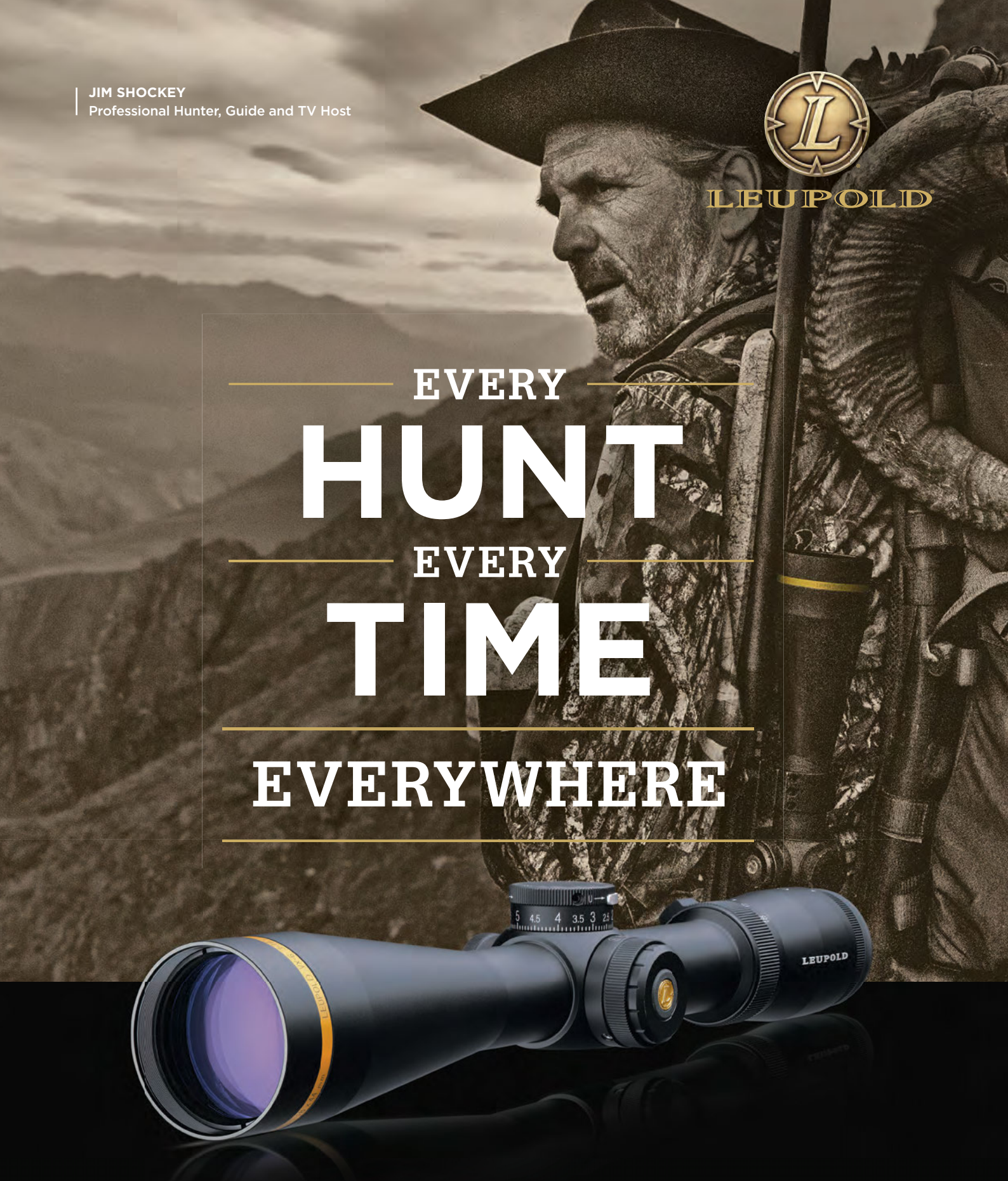
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